



A SERVICE OF



August 1, 1956

MARY MARTIN SIGNS THREE-YEAR AGREEMENT WITH NBC  
CALLING FOR EXCLUSIVE TELEVISION SERVICES

Mary Martin and the National Broadcasting Company have signed a three-year agreement calling for the exclusive television services of the famous Broadway, motion picture and broadcasting star, it was announced today by Robert W. Sarnoff, President of NBC.

The signing provides for Miss Martin to star in two productions a year for the three-year period, Mr. Sarnoff said. In addition to portraying Billie Dawn in Garson Kanin's hit comedy "Born Yesterday" as the premiere program on NBC-TV's "Hallmark Hall of Fame" Sunday, Oct. 28, Miss Martin will be seen in 90-minute and two-hour spectacular productions of other outstanding dramas and musical comedies.

Over and above the exclusive services of Miss Martin, the agreement calls for Richard Halliday, producer and Miss Martin's husband, to serve as executive producer of Miss Martin's television programs.

The agreement between Miss Martin and NBC was negotiated at the Halliday ranch in the Brazilian interior after a 12,500-mile

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trip by Nat Wolff, Director of Program Planning for NBC-TV, Mr. Sarnoff explained.

"Our new association with Miss Martin guarantees television audiences a continuance of the great performances with which Miss Martin's name is synonymous," Mr. Sarnoff said. "The combined talents of Miss Martin and Mr. Halliday also promise more of the show-stopping presentations she has consistently brought to all entertainment forms in the past."

Miss Martin first flew into the homes and hearts of America in March, 1955, via NBC-TV in "Peter Pan," following stage engagements in California and New York. Her performance in the production made television history and was viewed by the largest audience ever to have seen a single television show -- 67,300,000 enthralled persons from four to 94.

Mary is the gift to showbusiness of Weatherford, Texas. Trained as a dancer, Mary later managed prosperous dancing schools in her native heath before trying the toughest school of all -- Broadway. With just one song, "My Heart Belongs to Daddy," which she sang in Cole Porter's "Leave It to Me," Mary Martin became a sensation overnight. Hollywood immediately tapped her for 11 films, during which period she also made 24 recordings and did two years of radio broadcasting with Bing Crosby. But it has been on the musical stage that Miss Martin has realized her happiest triumphs, as she proved when she returned to the theatre in "One Touch of Venus," a New York smash and a record-breaker on the road. Next, she received critics' bouquets as the wistful heroine of the Chinese fantasy, "Lute Song," still remembered as one of Broadway's most

(more)





beautiful productions. Then she proved her unique versatility with a rollicking portrayal of that famous lady sharpshooter from the West, Annie Oakley, in "Annie, Get Your Gun," in which she again broke box office records during a national tour, under the banner of Rodgers and Hammerstein. The latter disproved Miss Martin's belief that she could not possibly have a bigger or better part than Annie by starring her as Nellie in their immensely successful "South Pacific." As the Navy nurse who "washed that man right outa my hair" eight performances weekly, Mary not only captivated New York during a fabulous Broadway run but later also won international acclaim by affording London many enchanted evenings in this musical.

Returning here, she co-starred with Charles Boyer in "Kind Sir," her first non-musical part, scoring another great personal success. Thereafter, Miss Martin conquered TV, via the "Ford 50th Anniversary Show," which also boasted Ethel Merman's ebullient presence; the TV toast to Rodgers and Hammerstein; Ed Murrow's "Person to Person"; a duo-show with Noel Coward this past season, and -- in January, 1956 -- Mary's most heartfelt wish came true for the second time: "Peter Pan" once more.

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NBC-New York, 8/1/56





# TRADE NEWS

A SERVICE OF



August 1, 1956

## GENERAL FOODS JOINS GROWING LIST OF 'NBC BANDSTAND' SPONSORS

General Foods Corporation has joined the growing list of sponsors on NBC BANDSTAND, the NBC Radio network's new Monday-through-Friday "live" music show which bowed July 30 (NBC Radio, 10 a.m.-12 noon and simulcast on NBC-TV, 10:30-11 a.m. daily, EDT). Announcement of the purchase, which brings the total of participations to 46 per week, was made today by Fred Horton, Director of Sales for the NBC Radio Network.

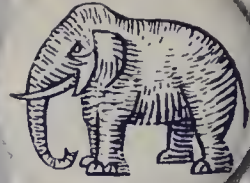
The General Foods order, placed through Young and Rubicam, calls for a schedule of 30-second announcements starting Aug. 8, to advertise its Jell-O Gelatin.

Other advertisers already represented on "NBC Bandstand" are: Miles Laboratories, for its One-A-Day Vitamins, through Geoffrey Wade Advertising; Warner-Hudnut, Inc., through Kenyon & Eckhardt, for its Quick Home Permanents; the Manhattan Soap Co., through Scheidler and Beck, Inc., for its Sweetheart Soap, Blue-White Flakes and Protex; and Realemon-Puritan Co., through Rutledge and Lilienfeld, Inc., for its Realemon Lemon Juice.

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NBC



NEWS

DEMOCRATIC AND REPUBLICAN CHAIRMEN WILL 'MEET THE PRESS'  
ON NBC-TV AND RADIO THE EVE OF EACH CONVENTION

The chairmen of the Democratic and Republican National Committees will be the guests on MEET THE PRESS the Sundays preceding the opening of their respective political conventions. Democratic Chairman Paul M. Butler will appear Sunday, Aug. 12, on the panel show from Chicago, and Republican Chairman Leonard W. Hall will be the guest Sunday, Aug. 19, on the program from San Francisco.

They each will be questioned by a panel of newsmen including Lawrence E. Spivak, producer and permanent panel member. Ned Brooks will moderate. ("Meet The Press" is presented on NBC-TV, Sundays, 6-6:30 p.m., EDT; NBC Radio, as a part of "Monitor," 6:35-7 p.m., EDT).

NBC-New York, 8/1/56





FOUR NBC FOREIGN CORRESPONDENTS ARE LUNCHEON  
GUESTS OF OVERSEAS PRESS CLUB IN NEW YORK

Four NBC foreign correspondents will be guests of honor at a special luncheon of the Overseas Press Club Thursday, Aug. 2, at the OPC headquarters at 35 East 39th St., New York.

The correspondents, Frank Bourgholtzer of the Bonn Bureau; Merrill Mueller, Mediterranean area chief; Hank Toluzzi from Hong Kong, and David Burk from Cyprus, will make brief addresses and answer questions from the floor. The four overseas reporters will be introduced by NBC newsman W.W. Chaplin. NBC commentator Chet Huntley will serve as moderator during the question-and-answer period.

NBC-New York, 8/1/56



NBC RADIO NEWS

CREDITS FOR 'FIVE STAR MATINEE' ON NBC RADIO

TIME: Mondays through Fridays,  
3-3:30 p.m., EDT.

HOST-NARRATOR: David Wayne

FORMAT: Features a different  
dramatization each day of  
short stories by the  
nation's leading authors  
of popular fiction.

PRODUCER: John Cleary

DIRECTOR: Kenneth MacGregor

STAFF WRITERS: Jack Crutcher  
Robert Cenedella  
Earl Hamner Jr.  
George Lefferts  
Ernest Kinoy

PREMIERE DATE: July 30, 1956

NBC PRESS REPRESENTATIVE: Bob LeDonne (New York)

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NBC-New York, 8/1/56

RESULTS FOR 'FIVE STAR MATTERS' ON NEW RADIO

Monday through Friday

3-11:30 P.M. EST.

David Wayne

REPORT:

Features a different

diversification each day

with stories in the

national leading authors

of popular fiction

John C. ...

Harold Broderick

Jack ...

Robert ...

Paul ...

George ...

Ernest ...

July 31, 1940

DATE:

500 ... (New York)

2 REPRESENTATIVE





# TRADE NEWS

A SERVICE OF



August 2, 1956

## STATION WKJG, FORT WAYNE, IND., BECOMES NBC RADIO AFFILIATE

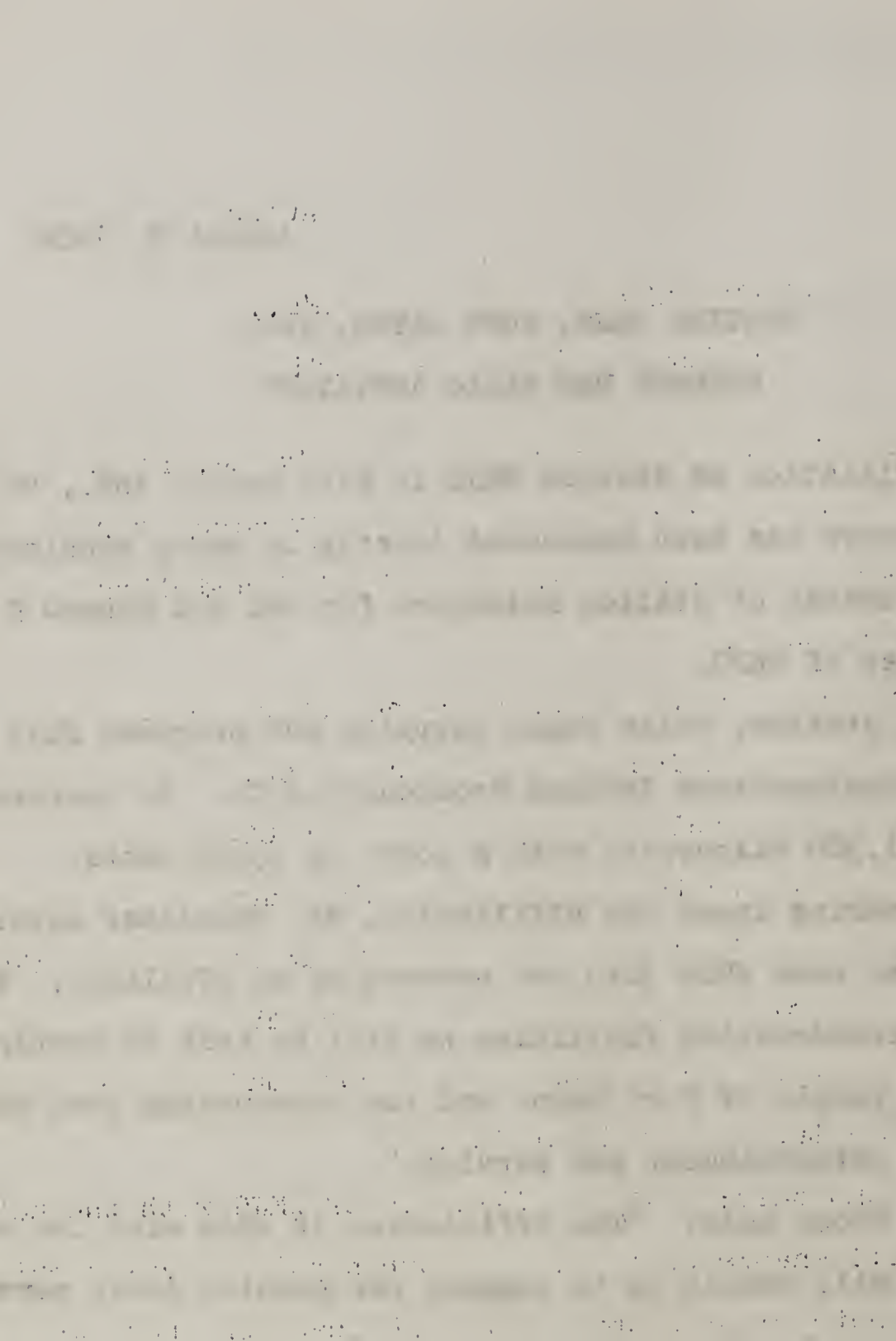
Affiliation of Station WKJG in Fort Wayne, Ind., with the NBC Radio Network has been announced jointly by Harry Bannister, Vice President in charge of Station Relations for NBC and Edward G. Thoms, General Manager of WKJG.

The station, which began carrying NBC programs July 30, is owned by the Northeastern Indiana Broadcasting Co. It operates on a frequency of 1,380 kilocycles with a power of 5,000 watts.

In making known the affiliation, Mr. Bannister said: "NBC is delighted to have WKJG join our network as an affiliate. Through their modern broadcasting facilities we will be able to continue providing the people of Fort Wayne and the surrounding area with the best in radio entertainment and service."

Mr. Thoms said: "The affiliation of WKJG with the nation's first network will enable us to augment our popular local service with the top-quality network programming that NBC has long been known for."

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NBC



NEWS

PROBLEMS GALORE AWAIT NBC DIRECTOR OF NEWS McANDREW AT CONVENTIONS,  
BUT HE'S AN OLD HAND AT KNOWING HOW TO SOLVE THEM

For perversity, perplexity and complexity, the particular problems likely to fall the way of William R. McAndrew this month are almost unparalleled.

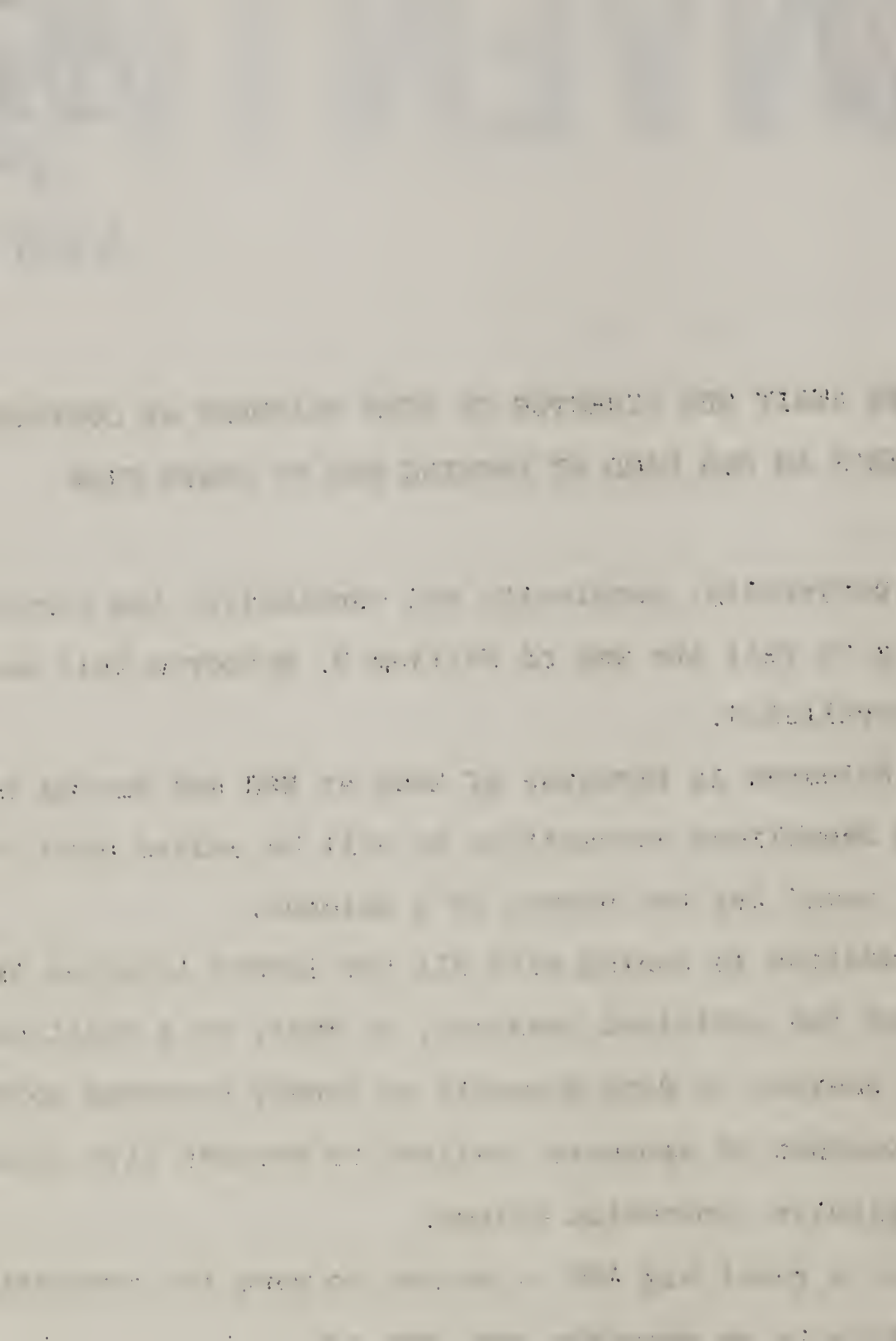
Mr. McAndrew is Director of News at NBC and during the Democratic and Republican conventions he will be called upon to make decisions that could try the nerves of a Solomon.

In addition to coping with all the issues involved in the news coverage of the political sessions, he must, on a split-second's notice, decide whether to drop dramatic or comedy programs worth hundreds of thousands of sponsors' dollars to present live telecasts of suddenly explosive convention doings.

And -- a great big AND -- he has to work the convention sponsors' messages in so smoothly that the convention story is uninterrupted but the commercial commitments satisfied.

"At this point," he says, "I'm beginning to envy the guys who just have to nominate a candidate."

(more)





On the news side alone, Mr. McAndrew anticipates headaches enough to last him for the rest of the year.

A typical example of what can happen did happen in 1952 during the Democratic Convention. By dint of painstaking effort, commentator Richard Harkness had corralled three Southern governors and brought them before NBC News' TV cameras to get their views on the controversial loyalty oath. He was in the middle of this significant exclusive interview when Franklin D. Roosevelt Jr. began nominating Averell Harriman.

"I had no alternative," recalls Mr. McAndrew ruefully.

"I just had to wind up the governors and switch to the nominating speech."

Mr. McAndrew will be seated at a desk in NBC's filter center at each Convention Hall.

Before him will be Director Ralph Peterson and six monitors showing the pool pictures and the various NBC special pickups.

Generally speaking, Mr. Peterson will determine which of the six pictures will be beamed out to the public but when a crisis occurs, Mr. McAndrew will make the decision.

Behind Mr. McAndrew will be news editors Joseph O. Meyers, Jack Sughrue and Reuven Frank. These three will receive all the information pouring in from NBC news reporters scattered all over each convention city and pass the most important items on to Mr. McAndrew. He will then decide whether men and cameras should be assigned to the developments.

(more)





Mr. McAndrew, who has been covering conventions since 1940, began his news career as a "stringer" for the Washington Herald while attending Catholic University. When he graduated, he worked for the United Press. He joined NBC in 1936, left for a four-year stint as executive news director of Broadcasting Magazine, and returned in 1944. He was born in Washington, D.C. on Sept. 7, 1914. He is married to the former Irene Byrne. They live with their three children -- Irene, Mary and William Jr. -- in Bronxville, N.Y.

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NBC-New York, 8/2/56



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ESTHER WILLIAMS AQUA-SPECTACLE

HAS GALA OPENING IN LONDON

\*-----\*

LONDON; Aug. 2 -- A capacity crowd of 6,500 Britons, including a generous sprinkling of royalty and visiting American film stars' Monday night (July 30) wildly acclaimed the premiere performance of swim-star Esther Williams' \$150,000 Aqua-Spectacle at the Wembley stadium. The show was presented in association with NBC. Spectacular versions of the event are planned by the network.

The lavish spectacle termed "as colorful as Hollywood's best Technicolor productions and as breath-taking as a Cinemascope epic in the movie tradition," featured a cast of more than 200 swimmers, dancers and a water ballet chorus never before seen here -- or anywhere else.

The show was staged in a pool 70 feet in diameter with a large stage at one end which also extended around the pool.

Actress-swimmer Esther Williams brought down the house with a galaxy of unusual specialty acts and fantastic costumes insured at close to a quarter of a million dollars by Lloyds of London.

One of the highlights of the evening was the 20-minute introductory number in which Miss Williams appeared in a 35 x 60-foot bouffant cape with a sparkling crown on her head. Another show-stopper was the Inca ritual number.

(more)





2 - 'Esther Williams Aqua-Spectacle'

Executive producer is Ben Gage, the swim star's husband. Jonathan Lucas directed the choreography. Sam Love designed the sets. Gerry Dolin was musical director, and costumes were by Motley.

The crowd included King Feisel of Iraq and film stars Danny Kaye, Yul Brynner, Deborah Kerr, Joan Crawford and Lloyd Nolan.

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NBC-New York, 8/2/56



CREDITS FOR 'THE GOLDEN TOUCH OF FRANKIE CARLE' ON NBC-TV

TIME: Tuesdays, 7:30 to 7:45 p.m., EDT.

PREMIERE DATE: Aug. 7, 1956.

STAR: Frankie Carle.

FORMAT: Informal quarter-hour featuring  
top tunes of the day and old  
favorites. A guest star will  
appear each week.

MUSICIANS: Perry Bodkin on guitar, Max  
Albright on drums, Sam Shifitz  
on bass.

PRODUCER-DIRECTOR: Jim Jordan Jr.

ASSISTANT DIRECTOR: Rick Oxford.

TECHNICAL DIRECTOR: Clair McCoy.

ART AND SET DIRECTOR: Syd Russekoff.

LIGHTING: Jim Kilgore.

AUDIO: Howard Ialberg.

VIDEO: Paul Bender.

ORIGINATION: NBC Studios in Hollywood.

NBC PRESS CONTACT: Kay Mulvihill (Hollywood) and  
Gene Lushbaugh (New York).

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NBC-New York, 8/2/56





# COLOR TELEVISION NEWS

A SERVICE OF



FIRST U.S. STATION BUILT 'FROM GROUND UP' SPECIFICALLY FOR COLOR TV  
ANNOUNCED BY ROBERT W. SARNOFF FOR NBC IN WASHINGTON, D. C. --  
\$4,000,000 PLANT WILL HOUSE WRC AND WRC-TV IN CAPITAL CITY

FOR RELEASE MONDAY A.M., AUGUST 6

The nation's first television station designed and constructed from the ground up specifically for local and network color programming will soon be built by the National Broadcasting Company in Washington, D. C., for its owned and operated stations WRC and WRC-TV.

Approval by the NBC Board of Directors of the new stations plan was announced last night by Robert W. Sarnoff, President of NBC. He said construction will begin within two weeks, with completion scheduled for the Fall of 1957. The cost of the new plant will be approximately four million dollars.

"The decision to construct this new plant in the nation's Capital," Mr. Sarnoff said, "represents another phase of the NBC effort to spur the development of color on a national basis.

"These new facilities will make it possible to show to the whole nation, in living colors, the events, personalities and scenes of our Capital. They will also provide Washington audiences with an exceptional local color programming schedule to supplement our network color service."

(more)

THE UNITED STATES OF AMERICA  
DO hereby certify that the within and foregoing is a true and correct copy of the original as the same appears on the records of the Department of the Interior.

W. H. HARRIS, Secretary.

Witness my hand and the seal of the Department of the Interior at Washington, D. C., this 1st day of January, 1901.

W. H. HARRIS, Secretary.

THE UNITED STATES OF AMERICA  
DO hereby certify that the within and foregoing is a true and correct copy of the original as the same appears on the records of the Department of the Interior.



Carleton D. Smith, NBC Vice President and General Manager of WRC and WRC-TV, pointed out that the new plant, representing the last word in RCA electronic engineering, will have outstanding significance to "official Washington."

"Members of the Cabinet," Mr. Smith said, "members of Congress and other government dignitaries, will now be able to participate directly in the new color television era by their appearances before NBC color-TV cameras."

Mr. Smith said that, with the start of operations in the new plant, the majority of all local "live" programs will be telecast in color. And the plant will be equipped, he added, to expand the schedule as rapidly as local interest in color develops.

Mr. Smith predicted that "color will have a powerful impact upon the advertisers and consumers in our great city, which is the ninth largest retail market in America."

The site for the new WRC, WRC-TV building is a seven-acre tract on Nebraska Avenue in Northwest Washington, located near Ward Circle Avenue, adjacent to the Naval Communications Center. The ground level at that point is 385 feet elevation. The top of the WRC-TV antenna will be 849 feet above sea level, making it the highest structure in Washington.

The exterior of the rectangular two-story broadcast center will be contemporary in style, consisting of gray modular brick, limestone and colored porcelain enamel. Because of the sloping topography the basement will be entirely above ground at the rear of the building where landscaping will provide areas for programs requiring an outdoor setting. The seven-acre tract will include ample room for parking 150 cars.

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The building plans call for three television studios, 60 x 100 feet, 60 x 40 feet, and a small TV-commercial studio. Control and viewing rooms, and service and set assembly areas are located immediately adjacent to the studios. The two large studios are accessible by truck and auto for ease in handling equipment, sets and large advertising displays. Carpenter and paint shops are also nearby.

First floor offices provide accommodations for news editors and commentators, producers, directors, and traffic and program departments. Also on the first floor level are a kitchen and employees' dining room.

The second floor will contain the executive and sales offices.

In the basement there will be three radio studios, rehearsal and recording rooms, announcer booths, the small TV-commercial studio, and TV and radio technical areas. Here also to be included are the engineering offices and shops, talent lounges and dressing rooms, a garage and storage room.

The interior of the new building will be modern in all respects, employing materials chosen for efficiency, attractiveness and ease of maintenance. The marble and glass lobby will feature show windows for the displaying of the latest RCA-TV and radio equipment. The entire building will be acoustically treated and equipped with fluorescent lighting. The 2,000 kilowatts of electricity required by the building is equal to the power used to serve a community of 3,500 people.

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The air conditioning system will be individually controlled in each one of the many studio and office spaces to be served.

Architect for the new building is the firm of Chatelain, Gauger and Nolan of Washington, D.C.

The present studios and offices of the stations are located in Washington's Sheraton-Park Hotel. The new plant will be ready for dedication in the Fall of 1957.

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NBC-New York, 8/3/56





# TRADE NEWS

A SERVICE OF



JOHN W. McPHERRIN JOINS NBC-TV AS A GENERAL PROGRAM EXECUTIVE

FOR RELEASE MONDAY A.M., AUGUST 6

John W. McPherrin, former publisher of the American Magazine and vice president of the Crowell-Collier Publishing Company, will join NBC-TV as a general program executive, it was announced today by Richard L. Linkroum, executive producer of NBC's Participating Programs.

In his new capacity Mr. McPherrin will specialize in long-range editorial planning for the network's Participating Programs -- "Today," "Home" and "Tonight," Mr. Linkroum said. He will visit several cities covered by NBC stations on a special assignment for Mr. Linkroum before assuming his new duties at NBC.

Prior to publishing the American Magazine, Mr. McPherrin was with Hearst Magazines as editor of the American Druggist and later as associate publisher of Cosmopolitan. During this time he also served as chairman of public activities for the Magazine Publishers Association and, more recently, was president of the Society of Business Magazine Editors.

Mr. McPherrin began his career as a newspaper reporter in Des Moines, Iowa, and was active in sales management and advertising before entering the publishing field.

Born in Des Moines, he was graduated from the University of Wisconsin. The father of two grown daughters, he lives in New York with his wife.

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NBC-New York, 8/3/56







# NBC MATINEE THEATER

August 3, 1956

'NBC MATINEE THEATER' RECEIVES CITATION  
FROM CRUSADE FOR FREEDOM

NBC MATINEE THEATER, yesterday (Aug. 2) received a citation from the Crusade for Freedom, Inc.

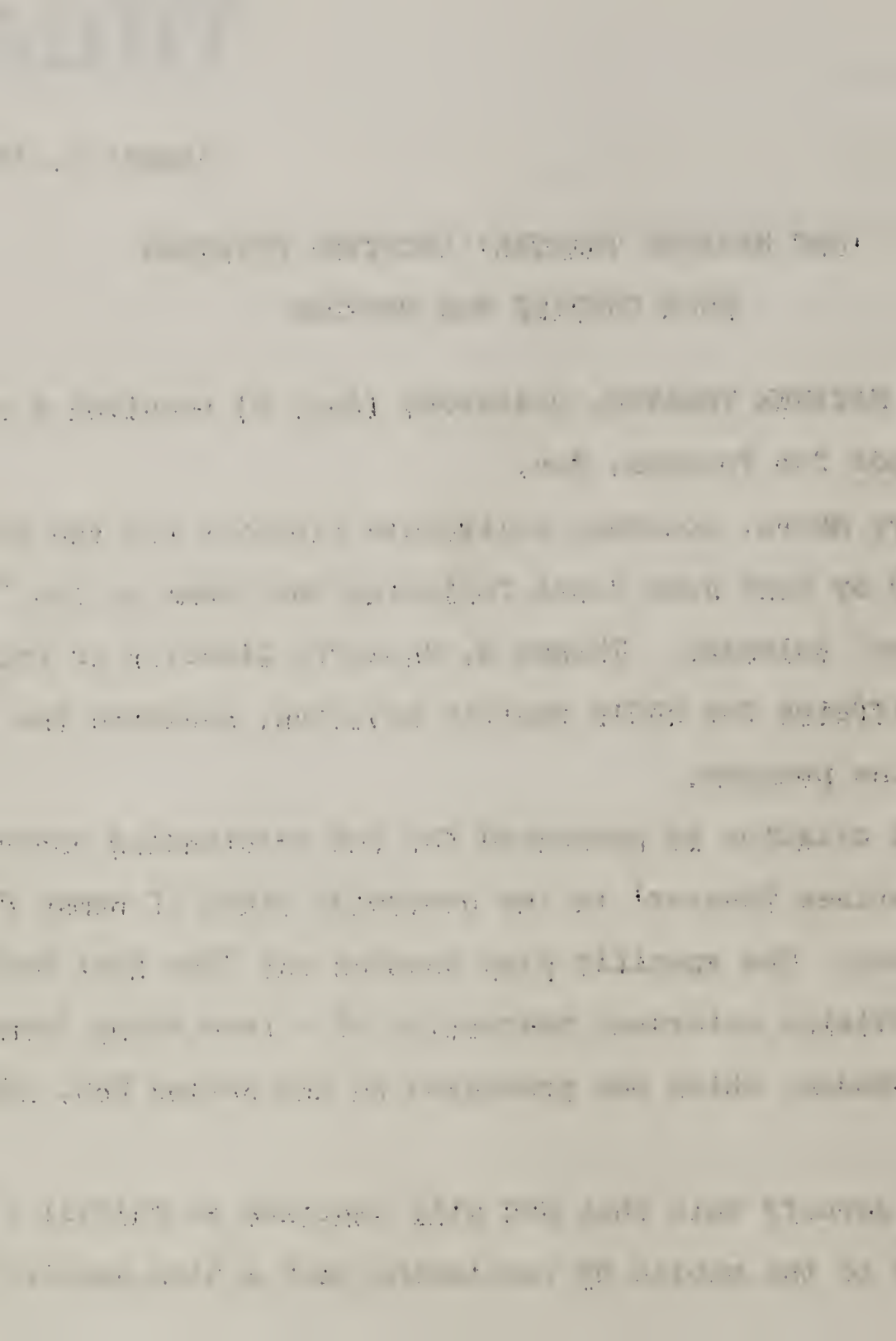
Harry Myers, Southern California director for the Crusade, was introduced by host John Conte following the drama on the "NBC Matinee Theater" telecast. Thomas W. Sarnoff, Director of Production and Business Affairs for NBC's Pacific Division, accepted the award on behalf of the program.

"The citation is presented for the outstanding contribution of the 'NBC Matinee Theater' to the worldwide cause of human freedom," Mr. Myers stated. The specific play honored was "The Last Battlefield," a television colorcast adaptation of a true story from the Crusade for Freedom, which was presented on the series Feb. 16 of this year.

Mr. Sarnoff said that NBC will continue to fulfill its responsibility to the public by continuing with a high quality of entertainment.

"NBC Matinee Theater," which has received many other awards including an "Emmy," is seen over NBC-TV Mondays through Fridays, 3-4 p.m., EDT, most of the telecasts in compatible color. Albert McCleery is executive producer.

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# TELEVISION NEWS

A SERVICE OF



August 3, 1956

'TONY BENNETT SHOW' STARTS FIVE-WEEK RUN ON NBC AUG. 11 IN  
SATURDAY (8-9 P.M., EDT) SPOT; TWO PROGRAMS IN COLOR

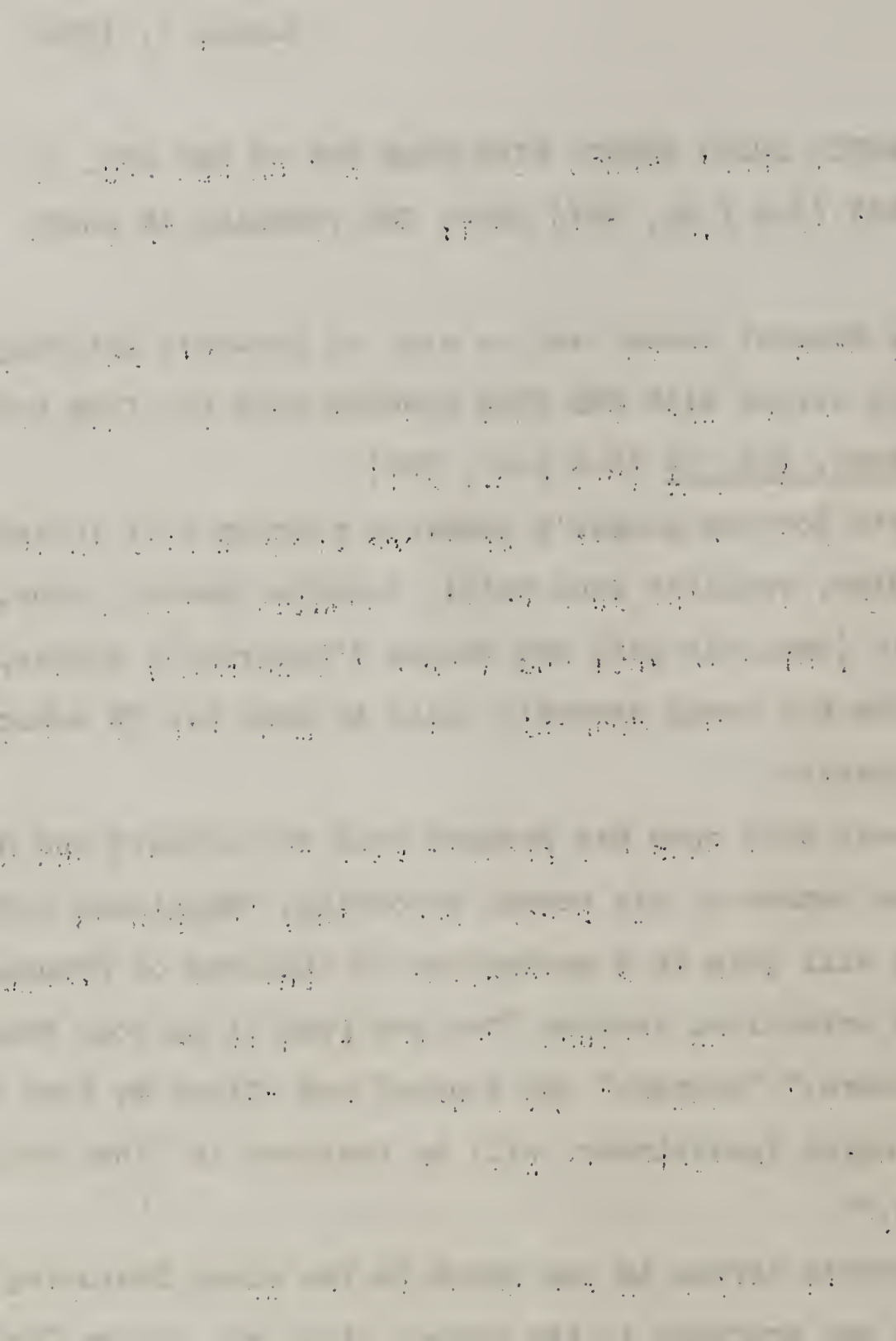
Tony Bennett takes over as star of NBC-TV's Saturday night musical variety series with THE TONY BENNETT SHOW for five weeks starting Saturday, Aug. 11 (8-9 p.m., EDT).

Guests for the singer's premiere program will include comedian Ben Blue, vocalist June Valli, comedian Harvey Stone, the Three Goetschis (unicycle act) and George ("Superman") Reeves, who will depart from his usual dramatic roles to make his TV debut as a singer and guitarist.

Bennett will open his program with the singers and dancers in a production number of his recent recording, "Happiness Street." The group also will join in a production of "Lullaby of Broadway." Bennett's solo selections include "Can You Find It In Your Heart," "Lost in the Stars," "Always," "My Prayer" and "Since My Love Has Gone." The singing Spellbinders will be featured in "Juke Box Saturday Night."

Bennett's series is the third in the group featuring singing stars in their own programs in the Summer time-spot of the "Perry Como Show." Patti Page and Julius LaRosa were starred in earlier Summer weeks. "The Tony Bennett Show" is scheduled for Aug. 11, 18, 25, Sept. 1 and 8, with the Aug. 18 and 25 programs in compatible color. "The Perry Como Show" will return Sept. 15.

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COLOR TELEVISION NEWS

A SERVICE OF



NBC COLOR TELECAST SCHEDULE

August 12 - 18

Sunday, Aug. 12

7:30-9:00 p.m., EDT -- SUNDAY SPECTACULAR -- "ATLANTIC CITY HOLIDAY" -- A musical variety show starring Jack Carter, Polly Bergen, Pat Boone, Bill Haley and the Comets, Jonathan Winters, Rocky Graziano, "Miss Universe," and special guest star Jayne Mansfield. (Portions of the show originating from the Steel Pier in Atlantic City will be in black and white only.)

Tuesday, Aug. 14

8:00-9:00 p.m., EDT -- THE CHEVY SHOW -- Starring Janet Blair and Fernando Lamas; with special guest Gene Nelson. Also featured on tonight's program will be the Taylor Four.

Wednesday, Aug. 15

7:30-7:45 p.m., EDT -- JAYE P. MORGAN SHOW.

Saturday, Aug. 18

8:00-9:00 p.m., EDT -- TONY BENNETT SHOW -- Starring Tony Bennett, with Elaine Malbin, Judy Canova and the Vagabonds.

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NBC-New York, 8/3/56



The first of these is the fact that the library is a public institution, and as such it is open to all. The second is the fact that the library is a free institution, and as such it is open to all. The third is the fact that the library is a free institution, and as such it is open to all. The fourth is the fact that the library is a free institution, and as such it is open to all. The fifth is the fact that the library is a free institution, and as such it is open to all. The sixth is the fact that the library is a free institution, and as such it is open to all. The seventh is the fact that the library is a free institution, and as such it is open to all. The eighth is the fact that the library is a free institution, and as such it is open to all. The ninth is the fact that the library is a free institution, and as such it is open to all. The tenth is the fact that the library is a free institution, and as such it is open to all.

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THREE YOUNG COMEDIANS PUT UNDER NBC CONTRACT ARE  
BEING GROOMED FOR ALL-AROUND ENTERTAINMENT ROLES

Going on the theory that good comedians should also be good actors, the National Broadcasting Company is currently training and developing a trio of young comedians, giving them a solid dramatic foundation in preparation for top roles as entertainers.

Under exclusive contract to NBC are Joby Baker, Norm Alden and Dave Ketcham.

Following their signing with the network, each comedian was assigned to one of NBC's programming executives, thus giving the newcomers the advantage of the veteran showbusiness experience.

In addition to taking dramatic, singing and dancing lessons, the threesome has had roles on several network shows. Baker has been featured on "Matinee" and "Dragnet" while Alden has worked on several "NBC Matinee" and "Man Against Crime" shows. Ketcham appeared on many Jimmy Durante shows and several dramatic programs.

"It might take years to develop their talents" said Hal Kemp, NBC general programming executive, "but that's fine with us. We have exclusive use of their services and after they've had what we consider enough 'basic training' we'll see that they are shown off to their best ability. For example, we are preparing a nightclub act for Norm (Alden) and after he learns it, we will preview it before an audience. If it goes well, we might try to put him into a nightclub and judge his acceptance."

Mr. Kemp compares the contracts of the three boys to those of the motion picture studios, where the film companies supervise the careers of the young stars they feel will work out over a period of years.



NBC



NEWS

## NBC ASSIGNS 12 'REGIONAL CORRESPONDENTS'

## FOR CONVENTION COVERAGE

Twelve NBC News reporters, charged with the job of "living with, eating with and knowing the innermost thoughts" of certain state delegates, have been assigned as regional correspondents during the conventions, it was announced today by William R. McAndrew, Director of NBC News.

The 12 and their territories -- as selected by Julian Goodman, Manager of News and Special Events for NBC in Washington -- are as follows:

Gabriel Pressman -- New York and Harriman headquarters.

Eliot Frankel -- Pennsylvania and New Jersey.

Tom Eaton -- Connecticut.

Ann Corrick -- Texas and South Carolina.

Len O'Connor -- Illinois and Stevenson headquarters.

Sam Saran -- Wisconsin and Minnesota.

Gil Kingsbury -- Indiana, Ohio and Kentucky.

Esther Van Wagoner Tufty -- Michigan.

Randall Jessee -- Missouri and Kansas.

Bill Guyman -- California.

Harold Baker -- Tennessee and Kefauver headquarters.

John Ghilain -- Massachusetts.

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NBC-New York, 8/6/56





# NBC O & O STATIONS DIVISION

## News

August 6, 1956

### ROBERT A. FILLMORE NAMED MANAGER OF ADVERTISING AND PROMOTION WBUF, NBC'S UHF TELEVISION STATION IN BUFFALO

Robert A. Fillmore has been appointed Manager of Advertising and Promotion of Station WBUF, the NBC Owned UHF television station in Buffalo, N.Y., it was announced today by Charles C. Bevis, Jr., General Manager of WBUF.

Mr. Fillmore was formerly Director of Advertising and Promotion of WRCV, the NBC Owned radio station in Philadelphia. He joined that station (then known as KYW) in July, 1955, as Advertising-Promotion Manager, following a five-year association with Westinghouse Electric Co., Philadelphia, as an industrial advertising representative.

After serving in the Navy during World War II, Mr. Fillmore was graduated from the University of Pennsylvania with a B.A. degree in 1950. He is married and has two children.

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# COLOR TELEVISION NEWS

A SERVICE OF



August 6, 1956

ROBERT DONAT HEADS STAR CAST OF 'THE MAGIC BOX,' J. ARTHUR RANK  
FILM FEATURE TO BE COLORCAST ON 'KRAFT TELEVISION THEATRE'

Robert Donat heads an all-star cast in "The Magic Box," a J. Arthur Rank color film feature to be given its television premiere on KRAFT TELEVISION THEATRE Wednesday, Aug. 15 (NBC-TV, 9-10 p.m., EDT in compatible color and black and white).

"The Magic Box" was produced especially for the Festival of Britain. Its cast virtually resembles a "Who's Who" of the British stage and screen. Practically every major acting talent in England contributed to its making, as a personal testimonial to this motion picture's importance.

Robert Donat, internationally acclaimed actor, is starred in the principal male part. Margaret Johnston and Maria Schell enact the two leading distaff roles.

Outstanding among the cast of 60 stars and featured players are such noted performers as Sir Laurence Olivier, Michael Redgrave, Emlyn Williams, Glynis Johns, Barry Jones, Marius Goring, Joyce Grenfell, Margaret Rutherford, Stanley Holloway, Cecil Parker, Eric Portman, Mary Ellis, Dame Sybil Thorndike, A.E. Matthews, Dennis Price, Peter Ustinov, Bessie Love, Basil Sydney, Jack Hulbert, Mervyn Johns, Leo Genn, Marjorie Fielding, Kay Walsh and Richard Attenborough.

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In "The Magic Box," a based-on-fact story, Donat will portray William Friese-Greene, a pioneer of the cinema, credited by many with being the first man to produce and patent a commercially practical motion picture camera. The story touchingly highlights the life of an English photographer who was almost fanatically dedicated to the idea of bringing movement to photography. It is also the story of the two women who loved Friese-Greene and who gave him the hope and courage with which to realize his ambitions.

In 1889, Friese-Greene actually succeeded in devising a workable motion picture camera though, ironically enough, he was never to receive full credit for his achievement. Yet, till the end, his dreams persisted, for faith in the worth of his undertakings seemed to this humble man of science an adequate compensation for his heart-breaking disappointments.

John Boulting directed the production. Ronald Neame produced. Eric Ambler wrote the screenplay.

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NBC-New York, 8/6/56



NBC TRADE NEWS

OKLAHOMA CITY NAMES GILDA GRAY AS 'MISS HUSH' ON 'T OR C';  
WINS \$8,000 IN PRIZES; 800,000 PERSONS ENTERED CONTEST

Sixty-year-old Mrs. G.H. Child (of Okmulgee, Okla.) won \$8,000 in prizes when she correctly identified the famous "Shimmy Gal" of the Twenties, Gilda Gray, as "Miss Hush" on the TRUTH OR CONSEQUENCES show, Wednesday Aug. 1 (NBC RADIO, 8 p.m., EDT).

Mrs. Child, widow and mother of five children, has been entering contests most of her lifetime, but said in her phone conversation with emcee Jack Bailey, that this was the first one she had won. Over 800,000 entries were received in this most recent "Miss Hush" contest since it started May 15.

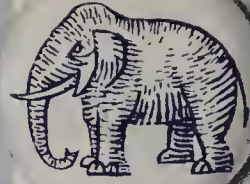
The prize list consisted, in part, of a \$1,000 U.S. Savings Bond, vacation for two in Las Vegas and an RCA Victor console TV set.

. NBC-New York, 8/6/56





NBC



NEWS

SEVEN AIR-CONDITIONED TRAILERS WITH MANY CONVENIENCES FOR NEWSMEN  
WILL BE RCA-NBC WORKING PRESS HEADQUARTERS AT CHICAGO CONVENTION

Seven giant air-conditioned trailers of modern luxury design will serve as the RCA-NBC working press headquarters during the Democratic convention in Chicago, Monday through Friday Aug. 13-17.

The trailers, which will be equipped with telephones, typewriters, television sets, tape-recorders and other tools of the trade, will be open to all accredited newsmen covering the sessions. The HQ will be located inside Chicago's International Amphitheatre immediately adjacent to the working press area. In addition to the work space section of the trailers, there will also be relaxation facilities, hot food, refreshments and soft music. Vaughn Monroe, "the voice of RCA," will be on hand to greet the reporters.

Arrangements are underway to provide a press headquarters at San Francisco's Mark Hopkins Hotel during the Republican gathering.

Another NBC press facility will be set up in room 500 of the Conrad Hilton Hotel in Chicago.

(more)



## 2 - Convention -- Press Facilities

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| F Y I |  
\*-----\*

NBC Press will have several locations in Chicago. For your convenience, the locations of personnel and offices are listed below with phone numbers:

<u>FACILITY</u>	<u>LOCATION</u>	<u>PHONE NO.</u>
RCA-NBC Trailers (Working press head- quarters)	International Amphitheatre (adjacent to press section)	To Be Announced
NBC Press Department	Convention Central (International Amphitheatre)	BIshop 7-9155 X-15 X-16
Photo and Darkroom	International Amphitheatre	BIshop 7-9155 X-55
Working Press HQ	Conrad Hilton Hotel Room 500	WEbster 9-3556 X-23, 24, 25, 26

### NBC PRESS DEPT. PERSONNEL (CHICAGO)

Sydney Eiges	Drake Hotel	Superior 7-2200
Ellis Moore	Drake Hotel	"
Dilys Jones	Drake Hotel	"
George Vaught	Drake Hotel	"
Ethel Kirsner	Drake Hotel	"
Sid Desfor (Photo)	Drake Hotel	"
Sy Friedman (Photo)	Drake Hotel	"

### NBC PRESS DEPT. PERSONNEL (NEW YORK)

Milt Brown	CIrcle 7-8300	X 4047, 4048
Bill Anderson (Trade)	CIrcle 7-8300	X 3030
Ernie Otto	CIrcle 7-8300	X 3580
Mort Hochstein	CIrcle 7-8300	X 4449

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NBC-New York, 8/7/56

The first of these is the fact that the  
 system is not a simple one, and the  
 second is that it is not a simple one.

Date	Description	Amount
1911	To balance forward	100.00
1912	By interest on deposit	5.00
1913	By interest on deposit	5.00
1914	By interest on deposit	5.00
1915	By interest on deposit	5.00
1916	By interest on deposit	5.00
1917	By interest on deposit	5.00

Date	Description	Amount
1918	By interest on deposit	5.00
1919	By interest on deposit	5.00
1920	By interest on deposit	5.00
1921	By interest on deposit	5.00
1922	By interest on deposit	5.00
1923	By interest on deposit	5.00
1924	By interest on deposit	5.00

The total amount of interest received is \$40.00.



# NBC O & O STATIONS DIVISION

## News

August 7, 1956

STATION WBUF, BUFFALO, CIRCULATION ZOOMS 53% IN SIX MONTHS  
OF NBC OPERATION; FURTHER INCREASE ANTICIPATED AS FULL  
NBC-TV SCHEDULE MOVES TO CHANNEL 17

BUFFALO, N.Y. -- The number of homes in the Buffalo metropolitan area equipped to receive ultra high frequency television broadcasts increased 53 per cent in the first six months of operation of UHF Television Station WBUF by the National Broadcasting Company, according to Charles C. Bevis Jr., General Manager of the station.

The July 1 estimate showed 160,100 UHF sets, or 47.5 per cent of the television homes in metropolitan Buffalo.

"We have been overwhelmed at the response of the Buffalo public in taking the necessary steps to see Channel 17," Mr. Bevis said. "With only a limited schedule of network and local programs, we feel we have won the support of our viewers.

"Now that the full NBC television network service is about to switch exclusively to Station WBUF, we are confident the conversion percentage will spring forward at an even faster rate. This stimulus will come from the color Spectaculars, the World Series coverage, the NCAA football games and the regular appearance on Channel 17 of such NBC stars as Perry Como, Sid Caesar, Bob Hope,

Steve Allen and others."



2 - WBUF, Buffalo

The estimate of UHF sets was projected from a study done for the station in March by the W.R. Simmons and Associates research organization. Supplemental estimates came from several sources including local distributors and the Niagara Mohawk Power Corporation.

On Jan. 1, metropolitan Buffalo had 105,000 television sets capable of receiving a UHF signal. The number had climbed to 124,000 by March, at which time a big jump occurred as increasing numbers of network programs moved to WBUF. Between March and July the volume of UHF sets rose by more than 29 per cent to reach the 160,000 estimate of July 1.

By Aug. 12, virtually the entire NBC television network schedule will be appearing on WBUF, and the NBC television coverage of the Democratic National Convention, which begins Aug. 13 in Chicago, will be carried in full and exclusively on Channel 17.

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NBC-New York, 8/7/56





# COLOR TELEVISION NEWS

A SERVICE OF



## 'ZOO PARADERS' TO GO ON THREE-WEEK SAFARI IN MOUNTAINS OF WYOMING AND COLORADO TO MAKE COLOR TV FILMS

Marlin Perkins and members of the ZOO PARADE staff will leave Chicago Aug. 11 for a three-week safari in the mountains of Wyoming and Colorado. While there, they will film two color shows for presentation on NBC-TV during the 1956-57 season.

The group will go first to Jackson Hole, Wyo., where the first show will be made in the Grand Tetons. On the way back, they'll film a color show at the Cheyenne Mountain Zoo near Colorado Springs.

Perkins, conductor of "Zoo Parade" and director of Chicago's Lincoln Park Zoo, will be accompanied by producer-director Don Meier, assistant director Tom Arend, and writer Dorothy Ruddell. NBC reporter Jim Hurlbut will join the group following the Democratic Convention.

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### NOTE TO EDITORS:

For your convenience and ready identification, the cast and credits for "Atlantic City Holiday," a color-cast with black and white segments, on THE SUNDAY SPECTACULAR (NBC-TV, Sunday, Aug. 12, 7:30-9 p.m., EDT) are printed on yellow-tinted paper in this report.

NBC-New York, 8/7/56





CALIFORNIA NATIONAL PRODUCTIONS, INC.  
663 Fifth Avenue New York 22, N.Y.

Publicity Dept.  
Circle 7 8300, ext. 4131

For release Wednesday, August 8

CALIFORNIA NATIONAL TO FILM  
FIRST 'TARZAN' SERIES FOR TV

California National Productions, Inc. has acquired the rights to produce and distribute the first "Tarzan" film series for television, on which production will start this Fall at the California National Studios, in Hollywood, Alan W. Livingston, President of the NBC subsidiary, announced today.

California National has concluded an agreement with Sol Lesser, producer of many of the "Tarzan" theatrical feature films, whereby California National has not only acquired the "Tarzan" television rights but will also jointly control, with Lesser, the distribution of all "Tarzan" features to television and to motion-picture theatres. Additionally, California National will handle "Tarzan" merchandising, with the exception of publication rights.

"The demand to put 'Tarzan' on television has been widespread for a long time," Mr. Livingston said. "Mr. Lesser, however, has been looking for the best possible producing organization to film for television a property with which he has been so eminently successful in the theatres. He recently decided on California National. We are highly pleased to know that he will maintain close contact with the production of the new 'Tarzan' films for television."

The series of 39 new half-hour "Tarzan" television programs will be available for national sponsorship in January, 1957. Gordon

(more)



Scott, who has appeared as Tarzan in the last two features, will also star in the television version.

Theatrical "Tarzan" features in which California National shares distribution rights include twelve now in reissue and one just completed -- "Tarzan and the Lost Safari" -- in color and wide screen. All future "Tarzan" features will be distributed under the same arrangement.

Instead of dimming "Tarzan's" popularity time has served only to multiply, almost geometrically, his legions of fans. Since Edgar Rice Burroughs' "Tarzan of the Apes" was first published in 1914 more than 36,000,000 copies of his 23 "Tarzan" books have been sold. "Tarzan" has been translated into 58 different languages, and has been issued in Braille. By the time of his death in 1950 Burroughs had realized more than \$10,000,000 from Tarzan books, movies, comic strips and related enterprises.

There have been 31 "Tarzan" feature films since the first was released in 1918, with Elmo Lincoln and Enid Markey. More than 140,000,000 people throughout the world now see every "Tarzan" film.

Scott is the 11th actor to portray Tarzan. His predecessors have included Johnny Weissmuller, whose record of 12 Tarzan films in 15 years is still unchallenged for longevity; Buster Crabbe and several other Olympic champions; and Lex Barker. Since Miss Markey created the role of "Jane" in 1918 the part has been played by Maureen O'Sullivan, Eleanor Holm, Nancy Kelly and Vanessa Brown, to mention only a few actresses who have subsequently attained stardom.

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CAST, CREDITS, SCENES AND SETTINGS FOR "ATLANTIC CITY HOLIDAY"

COLORCAST ON NBC-TV'S "SUNDAY SPECTACULAR"

(SUNDAY, AUG. 12, 7:30-9 P.M., EDT)

(NOTE TO EDITORS: Except for the remote pickup from Atlantic City, the entire program will be in color.)

CAST

JACK CARTER.....as himself  
POLLY BERGEN.....as herself  
PAT BOONE.....as himself  
BILL HALEY AND HIS COMETS.....as themselves  
JONATHAN WINTERS.....as himself  
ROCKY GRAZIANO.....Pygmalion  
MISS UNIVERSE (Carol Morris).....as herself  
THE STEEL PIER SEGMENT.....Diving Horse,  
Diving Collegians,  
the Dresslers.  
Special Guest Star JAYNE MANSFIELD.....Galatea

CREDITS

PRODUCER-DIRECTOR: Ernest D. Glucksman  
ASSOCIATE PRODUCER: Irving Rosenblum  
DIRECTOR FOR ATLANTIC CITY  
REMOTE PICKUP: Garry Simpson  
SKETCHES AND CONTINUITY: George Foster and Mort Green

(more)



CHOREOGRAPHER:	Tony Charmoli
COSTUME DESIGNER:	Noel Taylor
SET DESIGNER:	Rouben Ter-Arutunian
MUSIC DIRECTOR:	Harry Sosnik
CAMERA DIRECTOR:	Frank Bunetta
UNIT MANAGER:	Earle Harris
NBC PUBLICITY CONTACT:	Priscilla T. Campbell (New York)
SPONSORS AND THEIR ADVERTISING AGENCIES: the U.S. Rubber Company through Fletcher D. Richards, Inc., of New York, and the Maybelline Company through Gordon Best and Company of Chicago.	

SCENES IN SEQUENCE

1. Opening -- "living billboard."
2. Haley and his Comets sing "Hot Dog, Buddy Buddy" -- Atlantic City set.
3. Carter and Miss Bergen sing "Without You" -- Lifeguard set.
4. "Heat Wave" production number -- Miss Mansfield sings with dancers -- Venus set.
5. Miss Mansfield and Graziano in dialogue -- Venus set.
6. Miss Bergen and Carter in dialogue -- Beach cabana set.
7. Miss Bergen, Carter, Miss Mansfield, Boone and Graziano in dialogue -- Lifeguard set.
8. Miss Mansfield, Miss Bergen, Carter and Graziano in dialogue -- Theatre billboard set.

(more)

DIRECTOR: Harry Goslin  
 DIRECTOR: Frank B. Brown  
 ADVICE: Earl Harris  
 CITY CONTACT: Frederick T. Campbell (M)  
 AND THEIR ADVERTISING AGENCIES: The U.S.A. Huber  
 Agency through Michael D. Richards, Inc., of New  
 York City and the Metropolitan Company through Gordon Post and  
 Company of Chicago.

SCENES IN SEQUENCE

-- "Living Billboard."  
 and his comrade sing "Hot Dog, Buddy Buddy" -- Also  
 and Miss Barker sing "Without You" -- Lillian  
 "production number -- Miss Mansfield sing "I  
 -- Venice set.  
 and Miss Barker in dialogue -- Venice set.  
 and Barker in dialogue -- Beach scene set.  
 Gen. Carter, Miss Mansfield, Boone and Gurnea  
 -- Lillian set.



3 - 'Atlantic City Holiday'

9. Carter gives monologue.
10. Miss Mansfield and Carter in dialogue -- Exterior, of "500 Club" set.
11. Miss Bergen sings "That's Entertainment," "Another Opening, Another Show" and "It All Depends on You" -- Interior of "500 Club" set.
12. Carter, Haley and his comets, sing "Rudy's Rock" and "Rip it Up" -- Exterior, then interior, of Convention Hall.
13. Miss Mansfield and Carter in dialogue -- Boardwalk set.
14. Remote pickup from the Steel Pier at Atlantic City -- the Dressler Family, the Diving Collegians and Dimah, the Diving Horse, perform.
15. Miss Bergen sings, with dancers, "I Could Have Danced All Night" -- "500 Club" set.
16. Miss Mansfield, Miss Bergen and Carter in dialogue -- Boardwalk set.
17. Jonathan Winters gives a monologue.
18. Bathing Beauty production number with Miss Mansfield, Carol ("Miss Universe") Morris, Carter and dancers -- Beach set.
19. Finale -- Bill Haley and his Comets sing "See You Later, Alligator," and entire cast assembles.

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NBC-New York, 8/7/56







# COLOR TELEVISION NEWS

A SERVICE OF



CREDITS FOR 'THE CHEVY SHOW' ON NBC-TV

TIME: NBC-TV, Tuesday, Aug. 14,  
8-9 p.m., EDT, in color and  
black and white.

STARS: Janet Blair with Fernando  
Lamas.

SPECIAL GUEST: Gene Nelson.

CAST: The Taylor Four, vocal-  
instrumental-comedy group  
composed of Al Fike, Frank  
Burg, Kenny Smith and Buddy  
Greene.

PRODUCER-DIRECTOR: Alan Handley.

ASSOCIATE DIRECTOR: Jack Shea.

WRITER: Milt Rosen.

MOVIE QUEEN SKETCH BY: Madaline and Jack Segal.

MUSICAL DIRECTOR: Vic Schoen.

CHOREOGRAPHER: Gene Nelson.

SPONSOR: Chevrolet Motor Div., General  
Motors Corp.

AGENCY: Campbell-Ewald Co.

ORIGINATION: NBC's Color City Studios,  
Burbank, Calif.

NBC PRESS CONTACTS: Al Cammann (New York), Joe  
Bleeden (Hollywood)

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NBC-New York, 8/7/56



EVERETT MITCHELL TO REPORT TO 'FARM AND HOME HOUR' ON VISIT  
TO BELGIUM--FIRST STOP OF TRIP TO THE U.S.S.R.

Everett Mitchell will report on the first leg of his trip to Russia on the NATIONAL FARM AND HOME HOUR Saturday, Aug. 11 (NBC Radio, 12 noon, EDT). Mitchell, emcee of the agricultural program, is heading a 20-man farm delegation on a tour of agricultural installations behind the iron curtain, with stopovers in several other European countries. He will report first on agricultural conditions in Belgium, where the group is stopping en route to Moscow.

In another program feature, Bob Mattison, extension radio-TV editor, Clemson (S.C.) College, will tell about the dedication of a new regional cotton gin laboratory erected on the Clemson campus.

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CHARLES T. AYRES RESIGNS NBC POST

The resignation of Charles T. Ayres as Vice President in Charge of the NBC Radio Network, effective immediately, was announced yesterday by the National Broadcasting Company. Mr. Ayres joined NBC last Nov. 1 as head of the Radio Network after leaving a similar position with the American Broadcasting Company.

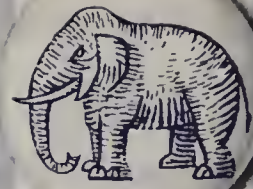
Mr. Ayres said his future plans will be announced shortly.

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NBC



NEWS

MANY LEADING NBC RADIO AND TV PROGRAMS  
WILL ORIGINATE IN CONVENTION CITIES

A battery of NBC's leading television and radio programs -- accompanied by their featured personalities -- will decamp to originate in Chicago and San Francisco during the Democratic and Republican Conventions this month.

The roster includes TV's TODAY with Dave Garroway and Lee Meriwether, the Radio and TV MEET THE PRESS and Lawrence Spivak, TV's Press Conference with Martha Rountree, the TV's NEWS CARAVAN with John Cameron Swayze, two special full-hour telecasts of OUT-LOOK (5-6 p.m., EDT, Sun., Aug. 12 and Sun., Aug. 19) with Chet Huntley, David Brinkley and Bill Henry, and -- on radio -- NEWS OF THE WORLD with Morgan Beatty and THREE STAR EXTRA with Ray Henle.

H.V. Kaltenborn, dean of the network's newscasters, will have a special television program aimed at teen-agers entitled KALTENBORN EXPLAINS which will run for approximately 15 minutes in the late afternoon.

Two other special television programs planned during the conventions are CROSS COUNTRY CAUCUS, a program utilizing the WIDE

(more)



## 2 - 'Convention Shows'

WIDE WORLD technique to take viewers swinging about the country for regional views during convention lulls, and WORLD WIDE HEADLINES, a program featuring appearances by foreign correspondents covering the U.S. political tourneys. Neither has a time format.

Theodore Granik's AMERICAN FORUM (radio and TV), and YOUTH WANTS TO KNOW (TV) will journey to the two convention cities. Sections of Arlene Francis' HOME (TV) will originate in Chicago and San Francisco on the Monday and Tuesday of each convention week and these originations will have as the principal personalities Libby Smith, Democratic delegate from California and Judy Weis, Republican National Committeewoman from New York.

On NBC's radio side, Pauline Frederick and Ned Brooks will serve as "anchor men" during both conventions and Miss Frederick's regular 10 p.m. (EDT) Monday through Thursday news broadcasts will be heard from San Francisco. CHET HUNTLEY REPORTS at 10:05 p.m. (EDT) will be heard from Monday through Thursday in San Francisco.

Two special full hour radio programs entitled CONVENTION CITY -- DATELINE: CHICAGO and CONVENTION CITY -- DATELINE: SAN FRANCISCO will be presented prior to each convention. The Democratic program will be broadcast from 9 to 10 p.m., EDT, on Friday, Aug. 10 and will feature Pauline Frederick, Ned Brooks, Alex Dreier and Morgan Beatty. The Republican program will be broadcast from 11:10 to 11:58 p.m., EDT, on Sunday, Aug. 19 and will have as narrators Bill Guyman, Elmer Peterson and Ed Arnow.

(more)





3 - 'Convention Shows'

Much of NBC Radio's MONITOR will originate from the two convention cities.

Joseph C. Harsch will give two broadcasts of his Friday evening radio program from Chicago and one from San Francisco. Henry J. Taylor's Monday evening YOUR LAND AND MIND will come from Chicago, as will Alex Dreier's Monday through Friday evening program, MAN ON THE GO.

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NBC-New York, 8/7/56







# TRADE NEWS

A SERVICE OF



August 8, 1956

WALTER WINCHELL TO BE HOST ON OWN VARIETY SHOW  
ON NBC-TV FRIDAY NIGHTS STARTING OCTOBER 5

Walter Winchell -- internationally syndicated columnist, radio emcee, TV newscaster, one-time vaudeville hooper, and a discoverer of top entertainment talent -- will be host of his own variety program, THE WALTER WINCHELL SHOW, premiering on NBC-TV, Friday, Oct. 5 (8:30 to 9 p.m., EDT).

Many noted personalities are slated for guest appearances on the series which will be sponsored alternate weeks by the Toni Company (Toni Home Permanent, White Rain Shampoo) through the North Advertising Agency, and the P. Lorillard Co. (Old Gold Cigarettes) handled by Lennen & Newell, Inc.

Mr. Winchell began his rise to international fame as a columnist for The Vaudeville News (1920), the Evening Graphic (1924) and the New York Daily Mirror in 1929, then into radio (1929) -- later TV (1952) -- as a newscaster. The background clicks of a telegrapher's key in Mr. Winchell's hand accented the staccato pace of his on-the-air reporting.

In his youth, he was as much at home on the vaudeville stage as he is now before the microphone and television camera.

(more)



## 2 - 'The Walter Winchell Show'

At the age of 12, he and two other young performers, George Jessel and Jack Wiener, formed the "Imperial Trio" (at the Imperial Theatre, New York) where they ushered, sold refreshments and plugged songs during the intermission. From this grew Gus Edward's "Newsboy Sextette" with George Price, Eddie Cantor, Lila Lee, Jessel, Wiener and Winchell. Walter went out on his own in 1915 when joined by an attractive dancing partner in a song, dance and patter duo. Following a fair degree of success on the boards, he enlisted as an apprentice seaman in the U.S. Navy (1917) at the outbreak of World War I. After the duration (18 months), Winchell came back to his straw hat, cane and partner for two years of steady road bookings.

In the Spring of 1919, Winchell began writing a neatly typed page of personal items about the cast and the show he was in; he titled the sheet "NEWSSENSE" -- his first word-wedding. This led directly to articles appearing in The Billboard and a job with the Vaudeville News.

He joined the New York Evening Graphic (September, 1924) and was assigned to write a gossip column, which soon set a pattern in modern journalism.

Throughout the Jazz Age of the late 20's and early 30's, Winchell and Broadway became synonymous. Through his column writing he met and got to know every star and struggling entertainer in the business. He returned to showbusiness as an entertainer when he accepted a week's engagement at the Palace Theatre on Broadway in 1932; emceed an hour-long dance band show over NBC Radio the same

(more)





3 - 'The Walter Winchell Show'

year; and starred in two 20th Century-Fox motion pictures under Darryl Zanuck (1936-37). Fellow newspaper reporter Damon Runyon patterned a character after him (Waldo Winchester) that was developed into a movie serial.

Four days after the death of Damon Runyon (Dec. 10, 1946), Mr. Winchell headlined his weekly newscast with the organization of the Damon Runyon Cancer Fund, which is currently nearing the \$12,000,000 mark in donations and has helped American universities, hospitals and colleges to conduct cancer research.

Mr. Winchell's unique usage of the printed English language, known as "Winchellisms," is his journalistic trademark. The late H.L. Mencken in "The American Language (Supplement 2)" praised Mr. Winchell's "new wordage."

The Winchell build-up has advanced the career of such stars of the entertainment world as Ruth Etting, a show starring Olsen and Johnson, Kaye Thompson, Mary McCarty and the new singing sensation, Roberta Sherwood.

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NBC-New York, 8/8/56





# TRADE NEWS

A SERVICE OF



August 8, 1956

## 'LORETTA YOUNG SHOW' RETURNS TO NBC-TV FOR FOURTH CONSECUTIVE SEASON

Loretta Young returns to NBC-TV for her fourth consecutive season as star and hostess of THE LORETTA YOUNG SHOW Sunday, Aug. 26 (10 p.m., EDT).

The 1956-57 series will feature Miss Young, with guest stars receiving top dramatic billing on various occasions.

This past year Miss Young added another milestone to her many radio, TV and movie laurels by being named the best actress and dramatic performer on TV in the Billboard Magazine Fourth Annual TV Program and Talent Awards. She has consistently rated top TV honors since starting the series on NBC-TV in the Fall of 1953.

John London will produce the show. Jack Murton is associate producer. Music will be under the supervision of Harry Lubin. Director of photography is Norbert Brodine and story editor, Ruth Roberts. Various directors and writers have been assigned.

The Loretta Young Show is sponsored by Procter and Gamble for Camay, Gleem and Tide. Benton and Bowles, Inc., is the agency for Camay and Tide; and Compton Advertising Agency for Gleem.

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NBC



NEWS

WITH RESERVATIONS (TRANSPORTATION AND HOTEL), IT'S A SNAP  
ACCOMMODATING NETWORK CREW AT CONVENTIONS

Ever had trouble getting a hotel reservation?

Well, multiply your frustrations by 800 and you have the plight of Les Vaughan, NBC's Public Affairs business manager.

For almost a year his department has been working on the problem of arranging hotel reservations in Chicago and San Francisco to accommodate the 400 employees NBC will send to cover the 1956 political conventions in August.

"With the personnel we are sending out to cover the conventions for radio and television," said Mr. Vaughan, "we could practically nominate our own candidate."

Allotments for space are made by the national committees of the respective parties, but the problems are far from ended there.

"Chicago just presented 'normal' headaches," Mr. Vaughan stated "It's a convention city, used to invasions of this sort... and it has the accommodations -- but San Francisco!

"In San Francisco, we now have reservations in 12 hotels, two motels and have rented two private homes, and still haven't licked the problem completely. Some of our people had to be on the convention sites as much as two months ahead of the opening gavel.

(more)





## 2 - Conventions

We had to set up a working space, moving out the hotel furniture and moving in desks, teletype machines, and so on. We set up our own phone system, with our own directories.

"Not only that, we have to arrange transportation from here to Chicago, and then transport the whole operation to San Francisco over the weekend. There will have to be limousines for the executives, hospitality suites for the delegates and press, TV sets in the rooms, temporary personnel to be hired..."

Members of the NBC planning staff have already made 50 trips to the two convention cities on advance missions.

"Politics is known to have made strange bedfellows," Mr. Vaughan continued explaining NBC is even sharing personnel transportation arrangements with other networks.

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NBC-New York, 8/8/56





# NBC MATINEE THEATER

August 8, 1956

EXECUTIVE PRODUCER ALBERT McCLEERY TO PRODUCE GROUP  
OF COLOR FILM DRAMAS FOR 'NBC MATINEE THEATER'

Albert McCleery, executive producer of the NBC MATINEE THEATER will produce a number of hour-long color films, to be used occasionally on the program, according to announcement by Thomas W. Sarnoff, Director of Production and Business Affairs for the Pacific Division of NBC.

Mr. McCleery has produced five such color films in the past six months with such satisfactory results that the new project was adopted.

Shooting of the first film in the new series will begin Sept. 13 in Los Angeles at the studios of California National Productions (the former Kagan Corporation, a subsidiary of NBC).

Mr. McCleery will direct six of the first 13 films, the others to be directed by Lamont Johnson, Walter Grauman, Boris Sagal and Arthur Hiller of the regular "NBC Matinee Theater" staff. Other "Matinee" regulars working on the project are Ethel Frank, script producer, and Winston O'Keefe, casting producer. Fenton Coe and Kent McCray will assist on the production staff.

("NBC Matinee Theater" is presented over NBC-TV Mondays through Fridays, 3-4 p.m., EDT, most of the programs in color.)

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AL LEWIS NAMED PRODUCER AND HEAD WRITER  
OF 'GEORGE GOBEL SHOW' ON NBC-TV

Veteran comedy writer-director Al Lewis will succeed Hal Kanter as producer and head writer of the GEORGE GOBEL SHOW, it was announced today by David P. O'Malley, president of Gomalco, Inc., owners and packagers of the Gobel series. The program will return Saturday, Oct. 6 (NBC-TV, 10-10:30 p.m., EDT).

Kanter, who currently is directing the RKO movie "I Married a Woman," in which Gobel is starred with Diana Dors, will work on other Gobel projects both in video and in the movies.

Lewis and Kanter are old friends who collaborated on the Danny Kaye radio show and worked together in Armed Forces Radio during World War II.

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NBC-New York, 8/8/56





SPOT SALES

# News

August 8, 1956

## FRED L. NETTERE JOINS NBC SPOT SALES AS TELEVISION SALESMAN

Fred L. Nettere has joined the growing NBC Spot Sales organization as a television salesman, it was announced today by Jack Ryan, Eastern Division Manager of Television Spot Sales.

Mr. Nettere, formerly associated with the Katz Agency, is well-known in the industry and has an outstanding record of achievement in the four years that he has been selling Spot TV time. Before that, he was a top space salesman for the Wall Street Journal.

After serving in the Air Force during World War II, Mr. Nettere was graduated from Michigan State University with a B. A. degree in 1950. He lives with his wife and three children in Syosset, L. I.

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A SERVICE OF



August 8, 1956

NBC-TV AFFILIATES EXECUTIVE COMMITTEE COMMENDS NETWORK FOR  
WORLD SERIES AND ALL STAR GAME BOOKINGS, FOR COVERAGE  
OF ANDREA DORIA STORY AND FOR DAYTIME TV PROGRAMMING

A resolution commending the NBC Television Network for obtaining the television and radio rights to broadcast the World Series and the All Star Game for the next five years, for its coverage of the Andrea Doria collision and for outstanding improvement in daytime programming was unanimously adopted today by the NBC-TV Affiliates Executive Committee at a meeting in New York.

Walter J. Damm, Vice President and General Manager of Stations WTMJ and WTMJ-TV, Milwaukee, Wis., and chairman of the Executive Committee, announced the resolution. The full text follows:

"The members of the Affiliates Committee believe they express the feeling of the entire group of Affiliates in commending NBC on three particular counts:

First, for obtaining the rights to broadcast on both television and radio the World Series and the All Star Game for the next five years. And, of course, for selling these popular events.

(more)





2 - NBC-TV Affiliates

Second, for the prompt, faithful and complete news coverage of the Andrea Doria incident.

Third, for the outstanding improvement in daytime programming, resulting in an impressive increase in NBC's daytime audience."

In addition to Mr. Damm, the NBC Television Affiliates Executive Committee consists of Lawrence H. Rogers II, WSAZ-TV, Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV, Detroit; Jack Harris, KPRC-TV, Houston; Robert B. Hanna Jr., WRGB, Schenectady; William W. Warren, KOMO-TV, Seattle; Fred C. Mueller, WEEK-TV, Peoria, Ill.; James H. Moore, WSLS-TV, Roanoke, Va., and Gene De Young, KERO-TV, Bakersfield, Calif.

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NBC-New York, 8/8/56





# TRADE NEWS

A SERVICE OF



August 9, 1956

## NBC-TV DAYTIME SALES CLIMB FURTHER AS WEEK'S PURCHASES BY SIX SPONSORS TOTAL \$400,000

The number of NBC-TV daytime advertisers and gross billings continued to climb as new orders totaling over \$400,000 were placed this week by six sponsors, it was announced today by George H. Frey, Vice President in charge of Sales for the NBC Television Network.

The new sales, involving six programs, result in a sell-out status for "Queen for a Day," a 50 per cent sell-out status for "It Could Be You" and brings the first sponsor to the network's "Comedy Time."

The new orders (all times NYT) are:

The Perkins Products Division of General Foods has purchased, for its Koolshake and Good Season Salad Dressing, the 12:30-12:45 p.m. segment of the weekday "It Could Be You" and the 4-4:15 p.m. segment of the Monday-through-Friday series, "Queen for a Day," both for 26 alternate Thursdays, starting Oct. 4 (via Foote, Cone and Belding);

Pharmaco, Inc., for its pharmaceutical specialties, has ordered 26 alternate quarter-hour Friday segments of both "Comedy Time" and "It Could Be You" starting Oct. 5 (via Doherty, Clifford, Steers & Shenfield);

(more)





Bon Ami has ordered, for its new Jet Bon Ami, 13 participations on "Today" scheduled for Sept. 17 through Nov. 12; four participations on "Home" from Sept. 24 through Oct. 14; and one participation a week for four weeks on "NBC Matinee Theater" to run on Wednesdays, starting Oct. 10 (via Ruthrauff and Ryan, Inc.);

Brown and Williamson Tobacco Corp. has purchased, for its Raleigh cigarettes, the Tuesday, 4:15-4:30 p.m. segment of "Queen for a Day" for six alternate programs starting Oct. 9 and running through Dec. 18 (via Russell M. Seeds, Inc.), and a single participation on "Today" for Sept. 11 to advertise its Viceroy cigarettes (via Ted Bates and Co., Inc.);

Simplicity Patterns Co., Inc., has ordered two additional participations on "Today" for Aug. 15 and 22 (via Franklin Bruck Advertising Corp.);

Evinrude Division of Outboard Marine Manufacturing Co. has scheduled four participations on "Today" on Oct. 3 and 5 to advertise its line of outboard motors (via Cramer-Krasselt Co.), and

Asco Electronics Co. has ordered three participations on "Today" scheduled between Aug. 7 and 21 for its Flea-Gard (via Jerome O'Leary Advertising Agency).

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NBC-New York, 8/9/56



IDEAL TOY CO. AND SWEETS CO. OF AMERICA TO CO-SPONSOR  
MACY'S THANKSGIVING DAY PARADE TELECAST ON NBC-TV

The Ideal Toy Company and the Sweets Company of America, Inc., manufacturers of Tootsie Roll candies will co-sponsor NBC's television coverage of the annual Macy's Thanksgiving Day Parade on Thursday, Nov. 22 (NBC-TV, 11 a.m.-12 noon, NYT), it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

This will be the first time that the two advertisers have co-sponsored the famous parade which annually attracts 2,000,000 onlookers as it proceeds down Broadway in New York City.

The annual holiday event features huge floats and balloons as well as popular radio and television personalities.

The Ideal Toy Company placed its order through Grey Advertising Agency, Inc.

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TOY CO. INVESTIGATE THE MATTER REGARDING THE TOY CO.

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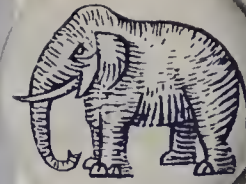
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NBC



NEWS

JOSTLING CROWDS WON'T PUT NBC'S HAND-HELD CAMERA OFF KILTER--  
GYROSCOPIC STABILIZER WILL STEADY NERVES AS WELL AS PICTURE

CHICAGO, Aug. 9 -- All the networks will have hand-held TV cameras at the conventions -- but NBC has just acquired a never-before-utilized gyroscopic stabilizer which will keep a hand-held camera steady in the midst of the jostling political crowds.

Sol Cornberg, director of studio and plant planning for NBC, announced the acquisition of the device yesterday and said it will be flown to Chicago immediately for use when the opening gavel sounds on Monday.

"It will prove invaluable in covering the conventions," he observed. "After all, the present hand-held camera is only as steady as the man who holds it. This stabilizer will correct everything from a delegate's push to the camera-man's nerves."

(more)





2 - 'Stabilizer'

Furthermore, he added, it will enable NBC cameramen to use greater focal length lenses than were ever before possible on small, portable cameras.

Only three gyroscopic camera stabilizers are in existence, said Mr. Cornberg, and two of them are in the possession of the Navy. They were manufactured by Aeroflex Laboratories, Inc., in Long Island City.

The stabilizer weighs two pounds, is the size of a baseball, and is fitted to the bottom of the camera. It is powered by a small battery which fits in the cameraman's pocket.

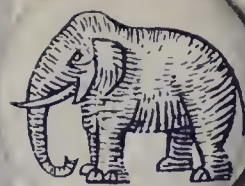
It functions through two integrated gyros, one on a vertical and one on a horizontal plane, which are adjusted to work for and against each other.

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NBC-New York, 8/9/56



NBC



NEWS

NBC TELEVISION AND RADIO SCHEDULE FOR COVERAGE  
OF DEMOCRATIC AND REPUBLICAN CONVENTIONS

CHICAGO, Aug. 9 -- Following is the on-the-air schedule for NBC Television and Radio during the 1956 Democratic and Republican Conventions. (All Times EDT):

DEMOCRATIC CONVENTION (CHICAGO)

Monday, Aug. 13 -- 1 p.m. to close of session (estimated at 3 p.m.) and 9:30 p.m. to close of session.

Tuesday, Aug. 14 -- 1 p.m. to close (estimated 4 p.m.) and 9:30 to close.

Wednesday, Aug. 15 -- 9:30 p.m. to close.

(Note: No afternoon sessions are planned this day and regular NBC daytime programs are standing by to go on the air. If afternoon convention sessions are called, NBC will cover them.)

Thursday, Aug. 16 -- 12:30 p.m. to close (estimated 6 p.m.) and 9:30 p.m. to close.

(more)





2 - 'Convention Schedule'

Friday, Aug. 17 -- 12:30 p.m. to close  
(estimated 6 p.m.) and 9:30 to close.

REPUBLICAN CONVENTION (SAN FRANCISCO)

Monday, Aug. 20 -- 2 p.m. to close  
(estimated 4 p.m.) and 7 p.m. to close.

Tuesday, Aug. 21 -- Wednesday, Aug. 22,  
and Thursday, Aug. 23 -- 6:30 p.m. to close  
(estimated 9:30 p.m.)

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NBC-New York, 8/9/56





# TRADE NEWS

A SERVICE OF



August 10, 1956

## NBC ANNOUNCES MAJOR REALIGNMENTS OF TV PROGRAMS FIVE NIGHTS A WEEK FOR FALL SEASON TO STRENGTHEN REGULAR SCHEDULE AND EXPAND SPECIAL SHOWS AND SPECTACULARS

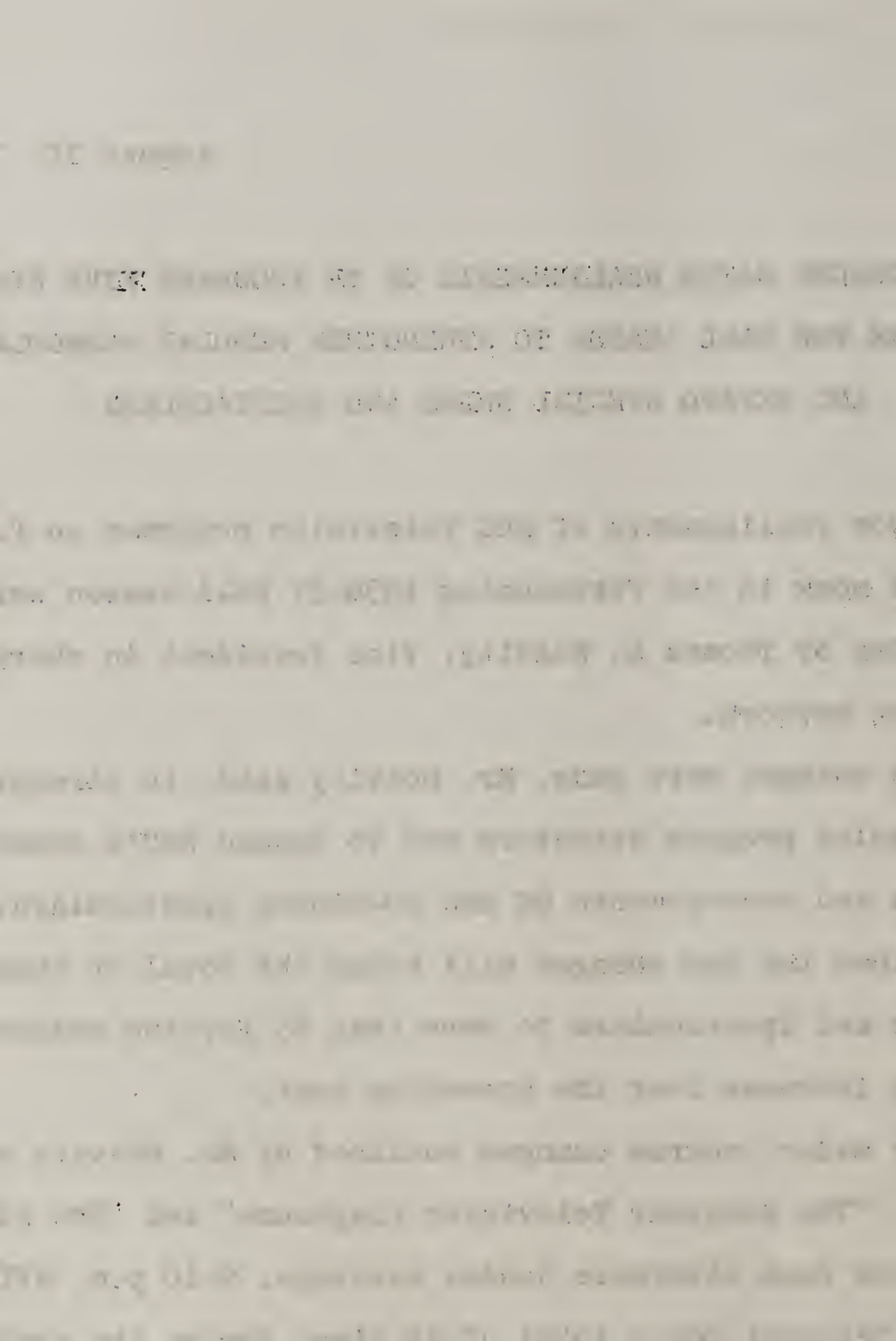
Major realignments of NBC Television programs on five nights of the week in the forthcoming 1956-57 Fall season were announced today by Thomas A. McAvity, Vice President in charge of the NBC Television Network.

The changes were made, Mr. McAvity said, to strengthen the network's regular program structure and to expand NBC's schedule of special shows and once-a-month 60 and 90-minute Spectaculars. He pointed out that the new changes will bring the total of these special shows and Spectaculars to more than 85 for the season, almost a 10 per cent increase over the preceding year.

The major program changes outlined by Mr. McAvity are:

1) "The Goodyear Television Playhouse" and "The Alcoa Hour," now seen alternate Sunday evenings, 9-10 p.m. NYT, will be telecast for a total of 42 times during the coming season in the same time period (starting Oct. 7 for "Goodyear" and Oct. 14 for "Alcoa"). Mr. McAvity pointed out

(more)



that even though these two programs will offer fewer shows this season the production budgets of each will be considerably increased to permit more spectacular presentations.

2) "The Chevy Show" will be seen Sunday evenings, 9-10 p.m. NYT, on a monthly basis beginning Oct. 21, and on Friday evenings, also on a monthly basis, from 9-10 p.m. NYT, starting Oct. 5. Bob Hope will star in six to eight of these shows starting with the Sunday, Oct. 21, program, and Dinah Shore will star in a total of 10 programs, beginning with the Friday, Oct. 5, telecast. It is planned that Hope and Miss Shore each will alternate between the Sunday and Friday evening time spots.

3) The Tuesday evening 8-9 p.m. NYT segment will feature two half-hour programs -- the \$100,000 "Big Surprise" quiz show at 8:00, and "Noah's Ark," new color film series being produced in association with Jack Webb of "Dragnet" fame, at 8:30. Both programs will be seen in these time periods starting Sept. 18, with the Purex Corporation and the Speidel Corporation alternating sponsorship of "The Big Surprise" for the second season, and with the Liggett and Myers Tobacco Company sponsoring "Noah's Ark."

4) "People Are Funny," Art Linkletter's audience participation series now seen Saturday evenings at 9 p.m. NYT will, effective Sept. 15, move into the Saturday night, 7:30-8 p.m. NYT segment formerly occupied by "The Big Surprise." The Toni Company and the R.J. Reynolds Tobacco Company will alternate sponsorship of the program.

(more)



...to be seen Sunday evening, ...  
...on a monthly basis beginning Oct. 21, ...  
...from 9-10 p.m. ...  
...will start in six to eight ...  
...Oct. 21, program ...  
...will start in a total of 10 programs, ...  
...Oct. 21, ...  
...will alternate between the ...  
...of the ...  
...The Tuesday evening 8-9 p.m. WYT segment will ...  
...the \$100,000 "Big ...  
...and "Woman's Ark," new column ...  
...to be associated with Jack Webb's "Dragnet ...  
...will be seen in three ...  
...with the Texas Corporation ...  
...sponsored by ...  
...and with the ...  
...sponsored by "Woman's Ark."

### 3 - NBC-TV Fall Schedule

5) "The Most Beautiful Girl in the World," a quiz show featuring talented and beautiful contestants, will start on NBC-TV, Monday, 9-9:30 p.m., NYT, starting Sept. 24.

"The Bob Hope and Dinah Shore monthly programs, added to the Spectaculars, will bring the total number of special and one-shot programs on NBC to more than 85," Mr. McAvity pointed out.

"We believe these new program changes will strongly enhance NBC's already well established threesome of Spectacular series -- 'Producers' Showcase' (every fourth Monday, 8-9:30 p.m., NYT); 'The Saturday Night Spectacular' (every fourth Saturday, 9-10:30 p.m., NYT); and 'Hallmark Hall of Fame' (five 90-minute dramas on Sunday and one on Wednesday evening) -- as well as 'Wide Wide World,' 'Project 20,' 'Telescope' and 'NBC Television Opera' series."

Mr. McAvity announced the following complete NBC-TV Fall lineup of evening programs (all times NYT):

#### Sunday

7:00 PM "Tales of the 77th Bengal Lancers" (starting Oct. 7). A new filmed series, starring Warren Stevens and Phillip Carey, and based on the exploits of the famed British lancers during the 1870's along the India-Afghanistan border. Sponsored by General Foods Corp.

(more)



#### 4 - NBC-TV Fall Schedule

##### Sunday (cont'd)

- 7:30 PM "Circus Boy" (starting Sept. 23). A new filmed series starring Mickey Braddock and played against the colorful background of a traveling circus at the turn of the century. Sponsored by the Reynolds Metals Co.
- 7:30 PM (There will be five "Hallmark Hall of Fame" productions on Sunday evenings and one on Wednesday evening during the 1956-57 season. Some will be seen from 7:30-9 p.m.; others from 9-10:30 p.m. The first of these will be "Born Yesterday," starring Mary Martin, which will be seen on Oct. 28 from 7:30-9 p.m. Sponsored by Hallmark Cards, Inc.)
- 8:00 PM "The Steve Allen Show," sponsored by the Brown & Williamson Tobacco Co., Andrew Jergens Co., and one other sponsor to be announced.
- 9:00 PM "Goodyear Television Playhouse" (20 telecasts starting Oct. 7); "Alcoa Hour" (22 telecasts starting Oct. 14); Bob Hope "Chevy Show" (6 to 8 telecasts once-a-month starting Oct. 21. It is also planned for Dinah Shore to star in some of these Sunday night "Chevy Shows").
- 10:00 PM "The Loretta Young Show" (returning Aug. 26). Sponsored by Procter and Gamble Co.
- 10:30 PM "National Bowling Champions," sponsored by General Cigar.

(more)





Monday

7:30 PM To be announced.

7:45 PM "News Caravan," sponsored by National Carbon Co.,  
starting Oct. 1.

8:00 PM "The Adventures of Sir Lancelot" (starting Sept. 24).  
A new filmed series starring William Russell and  
based on the famous legends and chivalrous acts of the  
bravest knight of King Arthur's Round Table. Sponsored  
on alternate weeks by the Whitehall Pharmacal Division  
of American Home Products and Lever Brothers. (This  
program will be seen three weeks out of four.)

8:00 PM (The "Producers' Showcase" series of Spectaculars will  
return to the Monday, 8-9:30 p.m. time spot, beginning  
Sept. 17, with the production of "The Lord Don't Play  
Favorites," with Buster Keaton, Kay Starr, Dick  
Haymes and Louis Armstrong. "Producers' Showcase"  
will be seen once-a-month in this time period.  
Sponsored one-half by RCA, and one-half by Buick  
Division of General Motors, John Hancock Insurance Co.,  
and others.)

8:30 PM "Stanley" (starting Sept. 24). A new live series  
starring Buddy Hackett and based on the misadventures  
of a newsstand operator in a plush New York hotel.  
Sponsored on alternate weeks by the American Tobacco  
Co. and one more sponsor to be announced. (This  
program will be seen three weeks out of four.)

(more)



## 6 - NBC-TV Fall Schedule

### Monday (cont'd)

- 9:00 PM "The Most Beautiful Girl in the World" (starting Sept. 24). A quiz show featuring talented and beautiful contestants. Sponsored by Revlon, Inc. (This program will be seen three weeks out of four.)
- 9:30 PM "Robert Montgomery Presents," sponsored on alternate weeks by Schick, Inc., and S.C. Johnson & Son, Inc.

### Tuesday

- 7:30 PM Program to be announced, sponsored by Lewis-Howe Co. Alternate weeks. (starting Oct. 2).
- 7:45 PM "News Caravan," sponsored by Sperry-Rand.
- 8:00 PM "The Big Surprise" (starting Sept. 18). Sponsored on alternate weeks by the Purex Corp. and the Speidel Corp.
- 8:30 PM "Noah's Ark" (starting Sept. 18). A new filmed series starring Paul Burke, May Wynn and Victor Rodman and based on the experiences of an American veterinarian. Sponsored by the Liggett & Myers Tobacco Co.
- 9:00 PM "The Jane Wyman Show" (returning Aug. 28). Sponsored by Procter & Gamble Co.

(more)



## 7 - NBC-TV Fall Schedule

### Tuesday (cont'd)

- 9:30 PM "Armstrong Circle Theatre" and  
"Kaiser Aluminum Hour" on alternate  
weeks.
- 10:30 PM Program to be announced (starting  
Oct. 9).

### Wednesday

- 7:30 PM "Coke Time Starring Eddie Fisher"  
(returning Aug. 29). Sponsored by the  
Coca Cola Co.
- 7:45 PM "News Caravan" sponsored on alternate  
weeks by Time, Inc., and Miles Laboratories.
- 8:00 PM "The Adventures of Hiram Holiday" (starting  
Oct. 3). A new filmed series starring  
Wally Cox and based on the escapades of a  
disarmingly quiet newspaper proofreader.  
Sponsored by General Foods Corp.
- 8:30 PM "Father Knows Best" (returning Aug. 29).  
Sponsored by the Scott Paper Co.
- 9:00 PM "Kraft Television Theatre." Sponsored  
by the Kraft Foods Co.
- 10:00 PM "This Is Your Life" (returning date to be  
announced). Sponsored by Procter & Gamble Co

(more)





8 - NBC-TV Fall Schedule

Wednesday, (cont'd)

10:30 PM "Twenty One" (starting Sept. 12). A new quiz show starring Jack Barry as emcee on which contestants can win an unlimited amount of money. Sponsored by Pharmaceuticals, Inc.

Thursday

7:30 PM "The Dinah Shore Show" (returning Sept. 20). Sponsored by the Chevrolet Division of General Motors Corp.

7:45 PM "News Caravan." Sponsored by National Carbon Co. starting Oct. 4.

8:00 PM "You Bet Your Life" (returning Sept. 27). Sponsored by the De Soto Division of the Chrysler Corp.

8:30 PM "Dragnet" (returning Sept. 20). Sponsored by Liggett & Myers Tobacco Co.

9:00 PM "People's Choice" (returning Oct. 4). Sponsored on alternate weeks by the Borden Co. and the Procter & Gamble Co.

9:30 PM "Tennessee Ernie Ford Show" (starting Oct. 4). A new variety show starring Tennessee Ernie Ford. Sponsored by the Ford Motor Co.

10:00 PM "Lux Video Theatre" (returning Sept. 13). Sponsored by Lever Brothers.

(more)

now appearing Jack Davis in series of radio  
testimony-see also an unnumbered amount of other  
sponsored by International, Inc.

"The Linn Show" (returning Sept. 20).  
Sponsored by the Chevrolet Division of General  
Motors Corp.

"News Caravan," sponsored by National Bureau  
of Statistics, Oct. 4.

"You Bet Your Life" (returning Sept. 27).  
Sponsored by the NBC Division of the  
Corp.

"The Big Game" (returning Sept. 20). Sponsored by  
Liggett & Myers Tobacco Co.

"People's Choice" (returning Oct. 11). Sponsored  
on alternate weeks by the Radio Co. and the  
Foster & Lumber Co.

"Tennessee Earle Ford Show" (returning Oct. 7).

9 - NBC-TV Fall Schedule

Friday

- 7:30 PM "Coke Time Starring Eddie Fisher" (returning Aug. 31).  
Sponsored by the Coca Cola Co.
- 7:45 PM "News Caravan." Sponsored by Miles Laboratories.
- 8:00 PM "Life of Riley" (returns Oct. 5). Sponsored by the  
Gulf Oil Co.
- 8:30 PM "The Walter Winchell Show" (starting Oct. 5). A new  
live variety show featuring top names in showbusiness.  
Sponsored on alternate weeks by the Toni Co. and  
P. Lorillard & Co.
- 9:00 PM "On Trial" (starting Sept. 14). A new filmed series  
with Joseph Cotten as host-narrator and based on  
famous and authentic court trials. Sponsored on  
alternate weeks by the Campbell Soup Co. and Lever  
Brothers. (This program will be seen three weeks out  
of four.)
- 9:00 PM "The Chevy Show" starring Dinah Shore will be telecast  
once-a-month in this time period starting Oct. 5, for  
a total of 10 programs. (It is also planned for Bob  
Hope to star in some of these Friday night "Chevy  
Shows".)
- 9:30 PM "Big Story" (returns Sept. 7). Sponsored on alternate  
weeks by the American Tobacco Co. and Revlon, Inc.  
(This program will be seen three weeks out of four.)

(more)





## 10 - NBC-TV Fall Schedule

### Friday (cont'd)

10:00 PM "Cavalcade of Sports," sponsored by the Gillette Safety Razor Co.

10:45 PM "Red Barber's Corner," sponsored by the State Farm Insurance Co.

### Saturday

7:30 PM "People Are Funny" (starting Sept. 15). Sponsored on alternate weeks by the Toni Co. and the R.J. Reynolds Tobacco Co.

8:00 PM "The Perry Como Show" (returning Sept. 15). Sponsored by the Gold Seal Co., Noxzema Chemical Co., Kleenex, Sunbeam Corp., Radio Corporation of America and S&H Green Stamps.

9:00 PM "Caesar's Hour" (starting Sept. 15). Sponsored by the Quaker Oats Co., B.T. Babbitt Co., Knomark and one other sponsor to be announced. (This program will be seen three weeks out of four.)

9:00 PM (The "Saturday Night Spectacular" series will return to the Saturday, 9-10:30 p.m. time period, beginning Sept. 29, with the Esther Williams "Aqua Spectacle of 1957" which just opened in London. The program will be seen once-a-month in this time slot. Sponsored by RCA, RCA-Whirlpool and Oldsmobile.)

(more)



11 - NBC-TV Fall Schedule

Saturday (cont'd)

10:00 PM "The George Gobel Show" (returning Oct. 6). Sponsored on alternate weeks by the Pet Milk Co. and Armour & Co. (This program will be seen three weeks out of four.)

10:30 PM "Your Hit Parade" (returning Sept. 8). Sponsored on alternate weeks by the American Tobacco Co. and Warner-Lambert.

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NBC-New York, 8/9/56





color television presents

# PRODUCERS' SHOWCASE



August 10, 1956

JOHN HANCOCK MUTUAL LIFE AND BUICK DIVISION OF GENERAL MOTORS JOIN  
RCA AND RCA-WHIRLPOOL AS CO-SPONSORS OF "PRODUCERS' SHOWCASE"

FOR RELEASE MONDAY A.M., AUG. 13

The John Hancock Mutual Life Insurance Company of Boston, Mass., and the Buick Division of General Motors Corp. will join the Radio Corporation of America and RCA-Whirlpool as co-sponsors of six "Producers' Showcase" color Spectaculars on NBC-TV during the coming season (every fourth Monday, 8-9:30 p.m., NYT, starting Sept. 17), it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

The John Hancock Mutual Life Insurance Company will co-sponsor with RCA-Whirlpool the "Producers' Showcase" presentations of Dec. 10; Feb. 4; March 4; April 1 and 29. The Buick Division joins RCA-Whirlpool for the Nov. 12 program.

Mr. Frey said that the Radio Corporation of America and RCA-Whirlpool will co-sponsor all 13 programs in the 1956-57 season of the network's "Producers' Showcase" series of Spectaculars. This

(more)



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2 - "Producers' Showcase"

marks the third consecutive season that the Radio Corporation of America has been associated with the series of award-winning dramas and musicals, produced by and starring the outstanding names of show-business.

McCann-Erickson, Inc., is the advertising agency for John Hancock; Kudner Agency, Inc., represents Buick, and Kenyon & Eckhardt, Inc., is the agency representing the Radio Corporation of America and RCA-Whirlpool.

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NBC-New York, 8/10/56





# COLOR TELEVISION NEWS

A SERVICE OF



## NBC COLOR TELECAST SCHEDULE

Aug. 19 - 25 (EDT)

### Thursday, Aug. 23

10:00-11:00 p.m., EDT -- LUX VIDEO THEATRE -- "Top Rung," by Reuben Bercovitch, drama of a man who sets out to ruin a friend's life in order to achieve his own selfish ambition.

### Saturday, Aug. 25

8:00-9:00 p.m., EDT -- THE TONY BENNETT SHOW -- With tonight's guests The Mills Brothers, Joan Weber, Jack Durant, and Allen and De Wood.

### THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY

Monday	9:20- 9:40 a.m. -- JOSIE'S KITCHEN
	11:25-11:30 a.m. -- WRCA-TV WINDOW
through	1:50- 2:00 p.m. -- JINX'S DIARY
Friday	11:10-11:15 p.m. -- TEX ANTOINE

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NBC-New York, 8/10/56

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

12.11.19

THE NEW YORK PUBLIC LIBRARY  
ASTOR LENOX TILDEN FOUNDATION  
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THE NEW YORK PUBLIC LIBRARY  
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THE NEW YORK PUBLIC LIBRARY

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THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION





# COLOR TELEVISION NEWS

A SERVICE OF



August 13, 1956

## WNBQ (CHICAGO) POINTS TO PROGRESS IN SALES AND PROGRAMMING IN FIRST FOUR MONTHS OF ALL-COLOR TV

In its first four months of operation as the world's first all-color television station, WNBQ has achieved remarkable progress in programming, sales, client-agency acceptancy of color and in generating public interest in color, according to Jules Herbuveaux, NBC Vice President and General Manager of the Chicago station.

In a report to Charles R. Denny, NBC Vice President in charge of the Owned Stations Division and NBC Spot Sales, Mr. Herbuveaux stressed the following points:

1. Currently, WNBQ is telecasting almost 40 hours of color in an average week, including 30 hours of local live and film, plus eight hours of NBC-TV network color. In the upcoming Fall season, when network color is increased from 40 to 80 hours a month, the station will be presenting 50 hours of color a week, an increase of about 15 hours over the initial color schedule of last April.

2. Color has had a uniformly enthusiastic reception from the 36 local and national spot advertisers presently using the station's color facilities to present a total of 74 live, film or slide commercials in an average week.

(more)



3. Color has brought new business to the station and in the months of May, June and July, local and national spot sales showed a 25 per cent increase over the same period of 1955.

4. Some 30,000 visitors have thronged to WNBQ's Hall of Color during the first four months of all-color, with traffic now averaging 2,000 persons each five-day week. These include not only thousands of Chicagoans, but visitors from all parts of the United States and a dozen foreign countries.

5. Although there is no authoritative count on the number of color television receivers in the Chicago area, sales here have exceeded those of any other market and it is estimated that the number of sets has doubled since WNBQ's color debut. An increasing number of color receivers are being found in public places in Chicago, a trend which parallels the public exposure to black and white television several years ago. It is expected, stepped up programming, coupled with the recently announced reduction by RCA of color set prices, will spur set sales in Chicago this Fall.

6. WNBQ's color orientation sessions, open to all advertisers and their agencies, have met with great success. As of July 31, 29 agencies and 40 of their clients have used WNBQ's "laboratory" facilities to color-test products. Some of these advertisers are not using color now, and a

(more)

... of ...  
... of 1955.  
... 10,000 visitors have arranged to ...  
... the first four months of 1955 ...  
... 10,000 between ...  
... only ...  
... all parts of the United States and a ...  
...  
... Although there is no authoritative ...  
... of color ...  
... have exceeded those of any other market and ...  
... that the number of ... has doubled ...  
... the increasing number of color ...  
... in public places in Chicago ...  
... the ...  
... in Chicago ...  
... with the recently announced ...  
... will ... in Chicago ...  
... color ...  
... color ...



few are not even using television, but they must be considered as potential time buyers who have been "pre-sold" on the value of color.

Enlarging on the WNBQ colorcast schedule, Mr. Herbuveaux said that on an average week-day, the station presents 23 separate color programs, starting at 6:45 a.m. The major color periods are from 12 noon until 3:00 p.m.; 4:30 to 6:25 p.m., and 10:00 to 11:00 p.m. Three color studios are presently in operation, with a fourth to be converted to color in the near future. Mr. Herbuveaux revealed that from a production point of view, the station experienced many fewer problems than anticipated.

Some of the specific lessons learned in trail-blazing in local color were: scaling down of the amount of light formerly deemed necessary for top picture quality; pre-testing of fabrics, furniture and painted sets to achieve proper color contrasts that are equally adaptable to black and white, and the tightening up of production techniques in the use of two instead of three cameras.

Mr. Herbuveaux reported that the station has given particular attention to reactions from both monochrome and color set viewers. During the inaugural week of all-color last April, WNBQ received 30 complaints from black and white viewers, mostly concerned with a particular program on which there was a lighting problem. These complaints were checked by the RCA Service Company to make sure the sets involved were operating efficiently. The lighting trouble was corrected and there have been no complaints since. In fact, a few owners of black and white sets have written the station that monochrome

(more)



also of color.  
... of the color...  
... the station...  
... 3:00 p.m. 4:30 to 6:30 p.m. and 10:00 to  
... color studies are presented in cooperation with  
... to color in the near future. Mr. Hoff  
... a production point of view, the station  
...  
... of the agency...  
... making down of the amount of light...  
... top picture quality...  
... as to achieve proper color...  
... black and white, and the...  
... the use of two instead of...  
... Management reported that the station has given...  
... evidence from both...  
... of...  
... black and white...  
... from which there was a...  
... by the RCA... to make sure...

reception is even better than before all color. The majority of communications from owners of color receivers are complimentary of the Channel 5 picture, and the few complaints also have been checked by the RCA Service Company.

Presenting live color commercials on WNBQ are such national advertisers as Sears-Roebuck, Kresge Stores, Rust-Oleum, Armour and Company, Kleenex, RCA, Procter and Gamble and Philip Morris. Local accounts using live color include such representative sponsors as Goldblatt Brothers, a department store chain; Jewel Food Stores; Polk Brothers; Peter Hand Brewing; Northern Illinois Gas, and First Federal Savings and Loan Association.

Goldblatts' purchased the daily five-minute "Window" program on WNBQ because it offered the opportunity to merchandise a wide variety of products in color. Sol Polk, President of Polk Brothers, increased his time five hours a week because of "the terrific potential of color on sales of appliances and home furnishings." Mr. Polk presents two half-hour films on WNBQ each week night and is alternate sponsor of the 60-minute monochrome Championship Bowling telecast. Commercials on all six programs are done in color.

Typical comments from other WNBQ clients, as reported by Mr. Herbuveaux are as follows:

"Beer never looked more appetizing and delicious than our Meister Brau does on WNBQ color," says A.S. Gantner, advertising director of the Peter Hand Brewing Company.

A Jewel Food Stores advertising spokesman termed the results of their color commercials "most gratifying," and said "once color takes hold, we feel it will have a big impact on food advertising."

(more)



Howard W. Rapport, of Tatham-Laird, Inc., commercial supervisor for the Armour and Company account, states "At times, the various food scenes rival the most carefully lighted and photographed magazine color ads."

More and more WNBQ clients are using color film and slides -- national accounts like Miles Laboratories, Whirlpool-Seeger and Coca Cola. Currently, six local sponsors use films or slides, some of them specifically created for initial use on WNBQ.

Renewals from WNBQ color clients are being received at an encouragingly high rate. Recently reported were Goldblatts', Armour and Company, Santa Fe Railway, Peter Hand, Wanzer milk and First Federal Savings and Loan.

As a result of the WNBQ color orientation sessions, a number of advertisers are giving more thought to package design and other aspects of selling in color. These sessions -- at which all of the technical know-how and production assistance of the station staff is made available at no cost -- have created a tremendous interest in color among advertisers, including many who have never before used the medium.

In summing up the progress made by WNBQ as a pioneer in local color programming, Mr. Herbuveaux stated "I am more than gratified by the mounting interest in this exciting new medium of color television. I am confident that to have used color on WNBQ is to be sold on color, as far as our clients are concerned. In terms

(more)







of having made the viewing public, the advertiser and other broadcasters aware of the fact that local color has really arrived, I feel we have been most successful. In this, we are conducting an educational campaign which will pay off in more local color programming for the public, more advertising dollars and zooming color set circulation this Fall."

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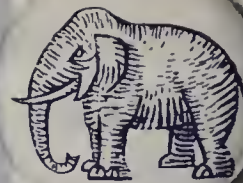
NBC-New York, 8/13/56

been most successful. In this we are confident  
campaign which will pay off in some local color  
while, some advertising dollars and some local  
the will.

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REC-1000 York, 2/13/50

NBC



NEWS

'BRING ON THE CONVENTIONS!'--PRELIMINARY PROGRAMS  
GEARED NBC NEWS TO THOROUGH COVERAGE OF BIG STORY

CHICAGO, Aug. 13 -- With a week of intensive pre-convention broadcasting under its belt, NBC News is geared to bring the public the most complete convention coverage in the history of the industry, according to Davidson Taylor, Vice President in charge of Public Affairs.

"The shakedown cruise is over," Mr. Taylor said last night. "The pre-convention shows this week have given our news and technical staffs -- the largest ever assembled for a single news operation -- a chance to get the feel of the new electronic devices and procedures we shall be using to tell the convention story."

During the past week, NBC News has presented several radio and television shows daily from the convention city, broadcasting directly from every point of political news interest. Special studios have been set up at the Amphitheatre and the Conrad Hilton Hotel, in addition to the permanent facilities of WNBQ, Chicago, and the roving mobile units blanketing the city's big political story.

(more)



2 - 'NBC Convention Coverage'

Among the week's highlights of NBC's coverage were Saturday's special 75-minute telecast of former President Truman's press conference in which he put the brake on the Stevenson Bandwagon efforts by endorsing New York's Governor Averell Harriman. On Sunday, Aug. 12, a special hour-long edition of Chet Huntley's "Outlook" was presented, featuring exclusive interviews with the four main democratic figures -- Harriman, Stevenson, Kefauver and Symington.

"We've been preparing for coverage of the convention story for four years," said William R. McAndrew, Director of NBC News, "ever since the end of the 1952 conventions. We have assigned a crack group of experienced reporters and provided them with the latest electronic devices for rapid, mobile reporting. The past week has proved that we're ready. Bring on the conventions!"

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NBC-New York, 8/13/56



use in which he put the book on the November 2  
January New York's Governor Arnold Schwarzenegger.  
is a special new edition of the book, which  
provided. Research includes interviews with  
to figure -- however, Stinson, Kefauver and

we have been preparing for coverage of the convention  
," said William D. Stinson, Director of the New  
and of the 1992 convention. We have assigned  
experience reporters and provided them with the  
the device for rapid, mobile reporting. The  
to write about. Based on the convention.

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WFO-New York, 8/2/92



# TRADE NEWS

A SERVICE OF



August 13, 1956

LEVER BROTHERS CO. RENEWS 'LUX VIDEO THEATRE'  
ON NBC FOR THIRD CONSECUTIVE SEASON

The Lever Brothers Company has renewed its sponsorship of NBC-TV's "Lux Video Theatre" (Thursday, 10-11 p.m., EDT) for the third consecutive season, it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

The renewal, effective Aug. 23, was placed through J. Walter Thompson Co., the advertising agency for Lever Brothers' Lux products.

Since its premiere on NBC-TV on Aug. 26, 1954, the full-hour dramatic program has featured Hollywood stars in adaptations of outstanding film successes and, during the summer, has pre-viewed potential motion picture properties.

-----O-----



**NBC O & O STATIONS DIVISION**

**News**

August 13, 1956

**SENATOR KNOWLAND ON 'CONVENTION SEARCHLIGHT' FROM SAN FRANCISCO**

Sen. William F. Knowland (R.-Calif.), Senate Minority Leader and temporary Chairman of the Republican Convention, will appear on "Convention Searchlight," the second of two special pre-convention features carried by a network of the six NBC Owned Television Stations, on Sunday, Aug. 19, from 2:30-3 p.m. (EDT).

Sen. Knowland will be quizzed by a panel of newsmen including WRCA's roving reporter Gabe Pressman and Citizens Union Chairman Milton Bergerman. Ben Grauer will moderate the program which will originate live from San Francisco.

Sponsored by Lanvin Perfumes, Inc., "Convention Searchlight" will be seen on WRCA-TV, New York; WRC-TV, Washington; WRCV-TV, Philadelphia; WBUF, Buffalo; WNBQ, Chicago; KRCA, Hollywood; and KRON-TV, the NBC affiliate in San Francisco.

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CREDITS FOR NBC-TV'S "THE LORETTA YOUNG SHOW"

TIME: NBC-TV, Sundays 10 to 10:30 p.m.,  
EDT.

CAST: Loretta Young as star of drama.  
Cast varies weekly. Guest  
stars will be featured on  
occassion.

PRODUCER: John London

ASSOCIATE PRODUCER: Jack Murton

DIRECTOR OF PHOTOGRAPHY: Norbert Brodine

STORY EDITOR: Ruth Roberts

MUSIC SUPERVISION: Harry Lubin

DIRECTORS: Various

WRITERS: Various

SPONSOR: Procter and Gamble

AGENCIES: Benton and Bowles, Inc. (Camay  
and Tide), Compton Advertising  
Agency (Gleem).

RESUMES AFTER SUMMER HIATUS: Sunday, Aug. 26, 1956

NBC PRESS REPRESENTATIVE  
(New York): Al Busse.

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NBC-New York, 8/13/56





# TRADE NEWS

A SERVICE OF



August 14, 1956

MARX "X'S" THE SPOT!--"ONE AND ONLY" GROUCHO AND PRODUCER GUEDEL  
SIGN NEW LONG-TERM AGREEMENT FOR "YOU BET YOUR LIFE" ON NBC

The "one and only" Groucho Marx has signed a new firm long-term agreement with the National Broadcasting Company, it was announced today by Thomas A. McAvity, Vice President in charge of NBC-TV.

At the same time, Mr. McAvity also announced that John Guedel, producer of the network's owned property, YOU BET YOUR LIFE series, which has been broadcast over NBC-TV and Radio since October, 1950, has been signed to a similar long-term agreement.

Effective in September, 1956, the new agreements provide for Groucho's exclusive radio and television services and for Mr. Guedel to continue in his capacity as producer of "You Bet Your Life."

The agreements were negotiated with NBC by Gummo Marx, as agent, and Laurence W. Beilenson, attorney, for both Groucho and John Guedel.

As quizmaster of "You Bet Your Life," Groucho has been acclaimed by millions who delight in his rapid-fire quips and sparkling repartee with contestants. Mr. Guedel is one of the most prolific producers of television programs in the United States.

"You Bet Your Life" is seen on NBC-TV, Thursday evenings at 8 p.m., EDT and is heard on Radio on Wednesday evenings at 9 p.m., EDT.

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A WORLD PREMIERE, A U.S. PREMIERE AND 4 OTHER PRODUCTIONS

SCHEDULED BY NBC-TV OPERA THEATRE FOR 1956-57

Six productions, including a world premiere and an American premiere will be offered by the NBC Television Opera Theatre during the 1956-57 season, producer Samuel Chotzinoff announced today. The eighth consecutive season will open on Sunday, Nov. 18 with Puccini's opera "La Boheme." This will be followed on Dec. 16 by Menotti's "Amahl and the Night Visitors," on Jan. 13 by the American premiere performance of Prokofiev's "War and Peace," on Feb. 10 by Verdi's "La Traviata," on March 10 by the world premiere of "La Grande Breteche" by Stanley Hollingsworth and on April 21 by Richard Strauss' "Electra."

All of the operas will be done in English. It is expected that at least half of them will be seen in color and in black and white. Some of the operas will be of two-hour duration, and some shorter. A definite time schedule will be announced later.

Personnel of the NBC Television Opera Theatre will be the same as in the past seasons, headed by Chotzinoff and music and artistic director Peter Herman Adler. Charles Polacheck is associate producer and Kirk Browning is director. The NBC Opera Company's Tour will also take place during this period, from Oct. 11 to Dec. 9.

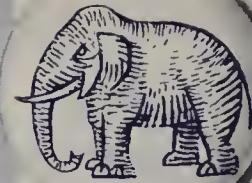
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NBC-New York, 8/14/56





NBC



NEWS

THRONGS JAM CORRIDOR TO SEE NBC'S  
"CONVENTION CENTRAL" IN ACTION

CHICAGO, Aug. 14 -- NBC's glass-enclosed "Convention Central" in the International Amphitheatre here is threatening to steal the show away from the Democrats themselves.

A corridor-jamming throng of hundreds has been clustered outside the multi-million dollar electronic wonder room to watch the NBC news operation in action -- and to comment enthusiastically on everything from the "anchor team" to the rows of monitors.

Wisconsin delegate Eugene Clifford, for example, said: "I stumbled onto this and just stayed put. You can see more here than you can on the convention floor -- and it's so interesting to see commentators in action." (The commentators are Chet Huntley, Bill Henry and David Brinkley.)

A delegate from Delaware -- William H. Burton -- observed: "I'm just fascinated. Here, for the first time, I'm seeing just how a big television operation is handled. I can't think why the rest of them aren't in glass."

(more)



Douglas Sutter, an alternate delegate from California, said: "It's the best item in the house. I'm just going to stay right here and watch the whole convention."

A New Yorker said: "The greatest thing about this is the fact that you can get so close to the mechanics of the news handling. It's terrific!"

Said a young girl from Texas: "It's just beautiful -- that's why I like it. It's just as pretty as it can be."

And a woman from Chicago said: "I always figured I'd have to go to New York to see anything like this. I'm so glad they built it here."

The only seeming dissenter was a Britisher who peered in puzzled fashion and then said to his companion: "I can't quite think what they're up to, can you?"

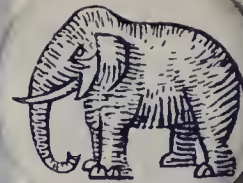
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NBC-New York, 8/14/56





NBC



NEWS

CONVENTION VIEWS

CHICAGO, Aug. 14 -- Sen. John Sparkman (D-Ala.) expressed the hope this morning that a Democratic platform endorsing the Supreme Court decision on segregation "will be something more than a compromise."

Sen. Sparkman made the statement from the Sheraton-Blackstone Hotel here during an interview on NBC-TV's "Today" program.

"The party platform is not the place for a specific endorsement or condemnation of the Supreme Court decision and pieces of legislation," he said. "It is the place for stating general principles."

"Today" is being telecast from the site of the Democratic National Convention here.

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'WINED AND DINED'

CHICAGO, Aug. 14 -- One of the Democratic convention's uncommitted delegates, lawyer Mike Silverman of Lakewood, N.J., said this morning his group is "not getting much pressure but we are being wined and dined for our support." Silverman told reporters on NBC-TV's "Today" program, "all the delegates try to get us into their rooms to tell us how important it is for us to vote for their man." Silverman said "they lose sight of the fact the uncommitted delegate has the responsibility of not making the decision of what the sponsors of one individual want."

\* \* \*

LOOKING AHEAD

CHICAGO, Aug. 14 -- Mrs. Adlai Stevenson, Jr., said this morning she would like to see a woman in the Presidential seat but "not this year." The remark was directed to her father-in-law, Adlai Stevenson, while the Stevenson family -- Adlai Sr., Adlai Jr., John Fell and herself -- were interviewed on NBC-TV's "Today" program while having breakfast at the Sheraton-Blackstone Hotel here.

\* \* \*

(more)



BUTLER THANKS 'TODAY' FOR 'GRAND JOB'

CHICAGO, Aug. 14 -- Democratic National Chairman Paul Butler personally thanked Dave Garroway of NBC-TV's "Today" for the "grand job" the early morning news program is doing in covering the convention here.

"A lot of our people on the staff and members of their families are saying what a grand job you're doing in covering the convention for your millions of viewers across the country," Butler said this morning during a "Today" interview. "I know you will do the same kind of job for the opposition party next week."

"Today" is being telecast direct from the site of the Democratic National Convention here.

\* \* \*

A 'POLITICAL DEVICE'

CHICAGO, Aug. 14 -- Governor Robert Meyner (D--N.J.) said this morning that he has been "resisting" the native-son-candidate approach because he thought it "a little bit hackneyed" and a "political device."

Gov. Meyner, who heads New Jersey's uncommitted delegation, was asked to elaborate on this remark made during an interview on NBC-TV's "Today" program.

"It's been a device used over the years by political leaders to withhold taking a final position," he said. "Sometimes it is used with the hope your state becomes better known. Sometimes it is used as a delaying device by which you don't make up your mind until you know the way the various trends are going."

(more)





\* \* \*

#### WHAT'S IN A NAME?

CHICAGO, Aug. 14 -- Bob Doyle, NBC director handling TV chores for pool coverage of the Democratic Convention, is having trouble with streamlined state standards now in use on the convention floor. The standards are so narrow it is difficult for the camera to zoom in and pick up the name of each state in its entirety. Doyle is getting such effects as "SOUR" meaning Missouri, and "ORGI" meaning Georgia. This could be the new political game. What words can you make from the names of the 48 states?

\* \* \*

#### GLAMOR MIDST CLAMOR

CHICAGO, Aug. 14 -- Convention Central, vista-vision studio with open glass front at NBC headquarters in the Amphitheatre, has become a mecca for visitors from Hollywood. It is here NBC's "anchormen," Chet Huntley, Dave Brinkley and Bill Henry can be seen broadcasting. The three are handsome enough to star in any super spectacular, some observers say.

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NBC-New York, 8/14/56





# TRADE NEWS

A SERVICE OF



August 15, 1956

## GENERAL MOTORS DIVISIONS WILL SPONSOR 'WIDE WIDE WORLD' FOR SECOND SEASON

A.C. Spark Plug and United Motors Service Divisions of General Motors Corporation will sponsor NBC-TV's 90-minute Sunday afternoon "live" multi-pickup WIDE WIDE WORLD series, starring Dave Garroway as host, for the second season, it was announced today by George H. Frey, Vice President in charge of Sales for the NBC Television Network.

Also participating in the trail-blazing "Wide Wide World" -- which became, in its initial year, the top-rated daytime program on Sunday television -- will be the following divisions of General Motors: Delco-Remy, Harrison Radiator, Saginaw Steering Gear, Hyatt Bearings and New Departure.

Sponsorship by these divisions will begin when the series returns for the 1956-57 television season Sunday, Sept. 16 (4-5:30 p.m., EDT) with the premiere program devoted completely to music and with "live" cameras scanning the country from Denver's Red Rocks Amphitheatre, to Salt Lake City, to New Bedford, Mass.

"Wide Wide World" again will be supervised by Barry Wood, the series' Executive Producer and Director of Special Events for

(more)





NBC. As last year, the production duties of the series will be shared by several units -- those of "Wide Wide World" producers Alan Neuman, Norman Frank, Herbert Sussan, John Goetz and Gary Simpson.

The series will be seen during the 1956-57 season every other Sunday for a total of 20 telecasts.

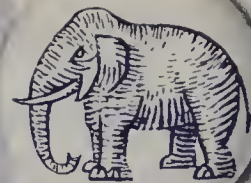
D.P. Brother and Co., is the advertising agency for the A.C. Spark Plug Division, and Campbell-Ewald Co., Inc., represents the United Motors Service Division.

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NBC-New York, 8/15/56



NBC



NEWS

\* FYI: NBC PRESS DEPARTMENT PERSONNEL COVERING REPUBLICAN CONVENTION \*

NBC Press will have several locations in San Francisco for coverage of the Republican National Convention, starting Monday, Aug. 20. For your convenience, the locations of personnel and offices are listed below with phone numbers:

<u>FACILITY</u>	<u>LOCATION</u>	<u>PHONE NO.</u>
NBC Press Department	Convention Central (Cow Palace)	EXport 6-8088 X 1, 2, 3, 4, 5, 6
Photo and Darkroom	Cow Palace	EXport 6-8088 X 30
Working Press Headquarters	Mark Hopkins Hotel (Room 1)	EXport 7-1913 X 21, 22, 23, 24

NBC PRESS DEPARTMENT PERSONNEL (SAN FRANCISCO)

Sydney Eiges	Clift Hotel	PRospect 5-4700
Ellis Moore	Mark Hopkins Hotel	EXbrook 2-3434
Dilys Jones	Mark Hopkins Hotel	EXbrook 2-3434
George Vaught	Mark Hopkins Hotel	EXbrook 2-3434
Ethel Kirsner	Mark Hopkins Hotel	EXbrook 2-3434
Cornelius Sullivan	Mark Hopkins Hotel	EXbrook 2-3434

(more)



2 - Press Facilities

NBC PRESS DEPARTMENT PERSONNEL, SAN FRANCISCO (CONT'D)

Mike Horton	Bellevue Hotel	GRaystone 4-3600
Sid Desfor (Photo)	Bellevue Hotel	GRaystone 4-3600
Casey Shawhan	Plaza Hotel	SUtter 1-7200
Ken Kantor	Plaza Hotel	SUtter 1-7200
Kay Mulvihill	Devonshire Hotel	YUkon 6-1856
Elmer Halloway	Devonshire Hotel	YUkon 6-1856

NBC PRESS DEPT. PERSONNEL (NEW YORK)

Milt Brown	CIRcle 7-8300 -- X 4047, 4048
Bill Anderson (Trade)	CIRcle 7-8300 -- X 3030
Ernie Otto	CIRcle 7-8300 -- X 3580
Mort Hochstein	CIRcle 7-8300 -- X 4449
Art Selby (Photo)	CIRcle 7-8300 -- X 4235

NBC PRESS DEPT. PERSONNEL (HOLLYWOOD)

Earl Ziegler	HOLlywood 9-6161 -- X 701, 702
Bill Stein	HOLlywood 9-6161 -- X 714

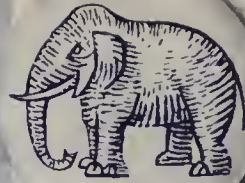
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NBC-New York, 8/15/56





NBC



NEWS

WILL POGO STICK? -- AN OFFKEY-NOTE ADDRESS

NBC CONVENTION CENTRAL, CHICAGO, Aug. 15 -- Keynote address of the Pogo Party delivered yesterday by Walt Kelly, National Chairman, on NBC-TV:

In these very sacred halls we sound the clarion call of duty. Our party is the party of the first part...not to be confused with the party of the second part. We are alert...we are aware...we are awake...Our party is close to the stomach of the country...we know what we are up to. We lay no claim to being trusted. We cannot promise that we will ever be trusted. We promise nothing, friends, and we will deliver it.

If you roar out across this land of ours the question, "are we afraid?" as one voice we roar back -- "yes!"

And who has been catering to special groups...we have. We have been catering to us. On this we demand credit. We have demanded credit for many years...And where do we stand today?...We continue to demand credit...And it is not forthcoming. However, we stand right where we were years ago, in line, with our hat in hand.

(more)



Our opponents ask us for proof that they have caught us in acts of thievery, avarice and greed. They claim that they will give us \$1,000 for such proof. They challenge us. Very well, we accept. We will take the money.

Our candidate has been jumped upon time and time again. He has been jumped upon by fleas, he has been jumped upon by frogs. His very name -- Pogo -- shows that he more than all others is a jumpy sort of candidate. We care not who challenges. We will outjump anybody.

And what of the small businessman? He is getting smaller, friends. Figures show that the businessman of today is three feet, six inches shorter than he was in January. Today, he is a mere four feet tall. This, friends, is what our opponents are pleased to call shrinkage. We are a pre-shrunk party, we have not reached our end. No, if shrinkage is the game, we will outshrink the best. If the small businessman is looking for a party we will give him one of the smallest parties in the country.

And as for figures. The percentages alone are enough to make one aghast. Look at this 1,300,456,000 and that's not all. Of those figures 435,908 constitute a bare minority. And when we say a bare minority, we ask you why are we a bare minority? It is because we are without the clothes that we were given as a natural right. There were days, my fellow party members, when we could proudly call ourselves a simple majority. We had the most simple majority in the history of animal politics.

(more)





You ask us who is sick? We are sick. We are sick and tired of being sick, and we are sick of being sick and tired that we are sick. We ask you right back, into your teeth we fling the question. Where is the money going? And moreover, where is the money?

This, my friends, is a call to everyone to get up on his feet and run. Run, my friends, to the hills, for the floodgates of an aroused electorate will drive the rascals into the waters of that deep ocean. The mother of all waters -- our own beloved Mississippi River.

Thus, filling it in and ending once and for all the division which has split our country right down the middle and divided this fair land of ours into two opposing camps, the american league and the national league.

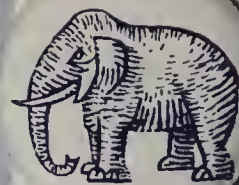
And where do we go from here? There's but one direction, friends, and that is up!

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NBC-New York, 8/15/56



NBC



NEWS

PRETTY LIPS READER HOLDS IMPORTANT POST  
ON NBC'S CONVENTION STAFF

NBC CONVENTION CENTRAL, CHICAGO, Aug. 15 -- NBC has brought a lip reader to the Democratic Convention.

She is a pretty 26-year-old named Dolores Mona, whose function during the political sessions is to peer steadily at a monitor and report what delegates are saying during those times when they're on-camera but can't be heard.

Miss Mona, who holds a master's degree in her profession and who teaches at the New York School for the Deaf, was tested by Director of News William R. McAndrew for her present role. He ran off silent kinescopes of the 1952 conventions and she interpreted the mouthings.

As a result of this test run, she can report that "Truman has a pretty stiff upper lip but he uses so much facial expression that he's easy to read."

A stiff upper lip, she explains, is a lip-reading term which means the speaker's upper lip covers his teeth while he's talking. And a speaker with a stiff upper lip, she adds, is very difficult to read. NBC anchor man Chet Huntley is another stiff upper lipper, says Miss Mona.

(more)



President Eisenhower, she says, is a hard man to read because he smiles so much -- and the smiles tend to obliterate the speech movements.

Former Governor Thomas E. Dewey of New York is her favorite -- his direct, firm manner of speaking makes him a snap to read, she says.

Adlai Stevenson is a "mixture" to Miss Mona. "He jokes a lot and moves his head around and that makes it rough on a reader," she says. "But when you can catch him, he's not hard to read."

Miss Mona's position at the convention is sufficiently important that she shares the executive tier at NBC's Convention Central with Mr. McAndrew and Barry Wood, Director of Special Events. She'll be sitting there every day, hoping that a minimum of the political hopefuls have upper lips of the stiff variety.

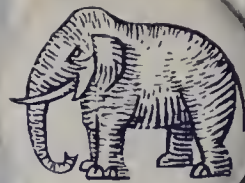
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NBC-New York, 8/15/56





NBC



NEWS

NBC COVERS GOP RESOLUTIONS COMMITTEE IN SAN FRANCISCO

HOLLYWOOD, Aug. 15 -- NBC's mobile unit from Hollywood will roll into action 400 miles to the North today when it pulls up in front of the Fairmont Hotel, GOP convention headquarters in San Francisco to transmit the opening meeting of the Republican Party's Resolutions Committee as it begins discussion to formulate the party platform for the upcoming convention. Pickup from the Fairmont is to be cut-in when activity at Democratic Convention in Chicago slackens.

CONVENTION VIEWS

NBC CONVENTION CENTRAL, CHICAGO, Aug. 15 -- The passage of political time -- NBC news' commentator Red Mueller had Jim Farley standing by for a pickup on convention floor for 10 minutes yesterday and then, to his chagrin, learned NBC was going off the air. As he apologized to Farley, the latter looked at him with a sad smile and said: "sixteen years makes a lot of difference, doesn't it?"

(more)



2 - 'Convention Views'

Department of Utter Confusion: A stranger wandering into Chicago's rambling International Amphitheatre, with its hundreds of halls, tunnels and dead-end aisles could understandably get lost. But the payoff came when Ed Faught, NBC's senior unit manager who has been working in the network's Convention Central for the past two weeks, was spotted in a remote wing pleading with a policeman to direct him to the NBC news headquarters.

\* \* \*

NBC News' cadillac mobile unit will be sent to San Francisco by Santa Fe Railroad Thursday night, arriving Sunday.

\* \* \*

Elliott Frankel, NBC commentator assigned to cover the Pennsylvania and New Jersey delegations, did such a good job that when the official list of the Pennsylvania delegation was issued today Frankel's name was included.

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NBC-New York, 8/15/56





NBC



NEWS

NBC-TV ONLY NETWORK TO TELECAST TRUMAN'S  
"REAL LAST HURRAH" PRESS CONFERENCE

NBC CONVENTION CENTRAL, Chicago (Aug. 15) -- NBC television was the only network to telecast former President Truman's press conference this morning (11 a.m., EDT), which was described by one NBC commentator as Mr. Truman's "real last hurrah."

Mr. Truman, speaking in the crystal room of the Sheraton-Blackstone Hotel here, lashed out at Adlai Stevenson for introducing moderation into the party, even designating him as the leader of the Conservative Wing of the party. The former President, who has endorsed Gov. Averell Harriman for the presidential nomination, appeared to enjoy answering (or parrying) the questions fired at him by the press. He said he had no doubt Harriman would get the nomination. Asked if he would comment on what kind of help he thought Stevenson would need to win the nomination, Mr. Truman quipped, "he'll need the help of an old man from Missouri, if you want to know."

Immediately after the press conference, NBC-TV had its convention correspondents ready for a behind-the-scenes reaction report. The TV cameras swung to Chet Huntley at NBC News Headquarters

(more)



in the Conrad Hilton Hotel. Guiding the operation, Huntley then switched to NBC Correspondent John Chancellor at Stevenson Headquarters for the reaction of Hy Raskin, Executive Director of the Stevenson-for-President committee. Raskin said he had watched the press conference and was in complete disagreement with Mr. Truman's comments. Raskin assured the TV audience Stevenson would win on the first ballot.

In another highlight of the special telecast:

NBC's Len O'Connor quoted an official high in the Harriman camp as saying that Stevenson would win on the first ballot. His source, O'Connor said, told him that "Truman did Harriman more harm than good."

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NBC-New York, 8/15/56



JOE CATES JOINS NBC

Joe Cates, television producer-director, has resigned from his duties as producer-director of "The \$64,000 Question" and "The \$64,000 Challenge" programs to join the National Broadcasting Company in a creative capacity.

Mr. Cates' new long-term agreement with NBC, effective Sept. 1, 1956, and providing for his exclusive radio and television production-direction-writing services, was announced today by Thomas A. McAvity, Vice President in charge of NBC-TV.

Mr. Cates has been associated as a producer-director with some of television's most popular programs. In addition to the "\$64,000" shows, his list of credits includes "Stop The Music" and "Down You Go." He was producer-director of this season's NBC-TV Sunday night color Spectacular, "The Bachelor." He was also a producer and director with Louis G. Cowan, Inc., and before that served with Walt Framer Productions.

Mr. Cates, his wife and child live in New York.

The agreement with Mr. Cates was negotiated with NBC by Mr. Cates and his agent, John Greenhut Enterprises.

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NBC-New York, 8/15/56





**NBC OWNED STATIONS DIVISION****News**

August 15, 1956

WBUF, NBC OWNED UHF TV STATION (CHANNEL 17) IN BUFFALO, LAUNCHES  
'PROJECT 17' FOR CONVERSIONS AND ALL-CHANNEL RECEIVERS

BUFFALO, N.Y. Aug. 15 -- Ultra-high frequency station WBUF, Buffalo, is launching a full-scale campaign with the objective of making every television receiver in the Niagara Frontier Area capable of carrying its programs, it was announced today by Charles C. Bevis Jr., General Manager of the station.

Project 17, which is the umbrella title of the undertaking, will work towards 100 per cent conversion with every promotional, merchandising, advertising, publicity, technical and civic means at hand, Mr. Bevis said.

Beginning this week, WBUF is carrying the full NBC Television Network schedule exclusively in the Buffalo area. At the same time, the station will expand its schedule of locally originated programs. Mr. Bevis said that every conceivable effort will be made to bring the public the best in viewing.

"Project 17 will serve as a vital catalyst during an important period for the viewing public," Mr. Bevis said. "While the station with its programming creates the incentive for the public

(more)



to make necessary arrangements for receiving a UHF signal, the Project 17 group will be working closely with the business enterprises which sell or install the necessary equipment, making certain they are kept informed of the station's plans and programming developments."

The information, advice and services of the Project 17 team will be available to any manufacturer, wholesaler, distributor, jobber and dealer who has an interest in selling all-channel receivers and converters and in installing equipment for UHF reception, Mr. Bevis added.

Concurrent with a heavy advertising and promotion campaign, the Project 17 team will merchandise the station's efforts among these interested parties. In addition to a concentrated effort on this front, the Project 17 team will be at work to attract the general public and specialized units such as civic clubs, fraternal orders and business groups, Mr. Bevis said.

"Project 17 will be conducted with the mobility and speed of a military action," Mr. Bevis continued. "If the situation seems to call for visits to dealers to hypo interest, that will take on high priority. If on the other hand a large public show of some kind seems more in order, that will be arranged."

Station WBUF has assembled a team of experts for Project 17, Mr. Bevis said. Robert Fillmore, Manager of Advertising and Promotion for WBUF, is heading the effort, with the assistance of H.W. Shepard, Director of Special Projects for the NBC Owned Stations Division.

Working with them, Mr. Bevis added, is a group of specialists in advertising, merchandising, promotion, and publicity. In addition, Project 17 has the advisory services of technicians, statisticians, fiscal experts and other specialists of the National Broadcasting Company.





NBC



NEWS

VICE PRESIDENT NIXON TO BE INTERVIEWED ON 'OUTLOOK'  
DURING FULL-HOUR PRE-GOP CONVENTION TELECAST

SAN FRANCISCO, Aug. 16 -- Vice President Richard M. Nixon will be interviewed on NBC-TV's OUTLOOK Sunday, Aug. 19 (5 to 6 p.m., EDT). Originating in Cow Palace in San Francisco on the eve of the Republican National Convention, the telecast will be narrated by NBC newsman Chet Huntley. Bill Henry will interview Mr. Nixon.

Viewers will be offered a roundup of pre-convention activities in the Bay City: From NBC's Convention Central inside the hall Merrill Mueller will interview Cow Palace manager Nye Wilson, who will conduct an electronic tour of the 15,000-seat convention site. NBC's Washington newsman and convention "anchor man" David Brinkley will narrate a film tracing President Eisenhower's career.

During the full-hour telecast, the cameras will pick up activities at Republican Headquarters in the Fairmont Hotel, and NBC West Coast newsman Roy Neal, will interview California's Governor Goodwin Knight. San Francisco Examiner columnist Herb Caen ("Mr. San Francisco") will narrate a film showing the impact of the convention

(more)



on the city. NBC newsreel cameramen and sound crews have been shooting interviews with chefs, waitresses, cab drivers, policemen and others for use in this portion of the program.

Dr. George Gallup will offer an analysis of the relative popularity of the two parties. There also will be a roundtable discussion on the convention -- its problems, the Vice Presidential situation, and the probable results. H.V. Kaltenborn, Chet Huntley, David Brinkley and Bill Henry will participate in the discussion.

"Outlook" will be produced by Julian Goodman, Washington (D.C.) news chief for NBC. John Goetz will direct.

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NBC-New York, 8/16/56





# TRADE NEWS

A SERVICE OF



August 16, 1956

'JANE WYMAN SHOW' STARTS NEW SEASON ON NBC-TV;  
ACTRESS IS STAR AND HOSTESS OF TUESDAY SERIES

Jane Wyman returns to the NBC-TV network as star and hostess of THE JANE WYMAN SHOW for the 1956-1957 season starting Tuesday, Aug. 28 (NBC-TV, 9-9:30 p.m., EDT).

Following the format of last season, Miss Wyman will again appear as hostess of each program in addition to starring in most of them. Top names of stage, screen and television will be seen in the filmed dramas starring Miss Wyman, as well as in the programs in which she serves only as hostess.

For a girl who wound up as the "face on the cutting room floor" in her first movie, "My Man Godfrey," some 15 years ago, Jane Wyman has emerged as an outstanding actress -- in both motion pictures and television. She won the coveted "Oscar" for her performance in "Johnny Belinda," and her roles in such films as "The Yearling," "The Glass Menagerie" and "Stage Fright" have further enhanced her stature as an actress.

(more)





2 - 'Jane Wyman Show'

Miss Wyman's interest in TV dates back to eight years ago, when -- on renewing her Warner Brothers contract -- she insisted on securing the right to do TV work. "An actress' function is to appear before audiences," she insisted then, "and TV now has the largest audience of any medium in the entertainment field."

While others leaped into TV, Jane looked -- and waited. Her success last season when she entered TV on "Jane Wyman's Fireside Theater" proved she knew what she was doing.

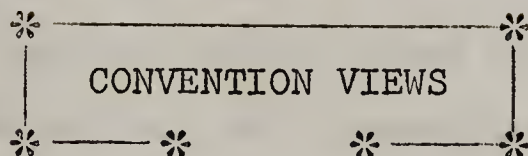
"The Jane Wyman Show" will again be sponsored by Procter & Gamble Co. for Ivory Soap, Duz and Crisco, through Compton Advertising, Inc. The series will be produced by William Rosseau.

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NBC-New York, 8/16/56



NBC



NEWS

#### HAROLD STASSEN ON 'YOUTH WANTS TO KNOW' PROGRAM

NBC CONVENTION CENTRAL, CHICAGO, Aug. 16 -- Harold E. Stassen, the President's special assistant for disarmament, currently on leave, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program Sunday, Aug. 19 (NBC-TV, 3:30-4 p.m., EDT) in a live telecast from San Francisco on the eve of the Republican Convention. Stassen, who has spearheaded a drive to place Governor Christian A. Herter of Massachusetts as Vice Presidential candidate on the Republican ticket instead of Richard M. Nixon, will be questioned by teenagers from the San Francisco area. Stephen McCormick will moderate.

-----O-----

#### 4 GOVERNORS TO DISCUSS GOP CAMPAIGN STRATEGY

NBC CONVENTION CENTRAL, CHICAGO, Aug. 16 -- Four Republican governors will discuss "Republican Campaign Strategy" on Theodore Granik's AMERICAN FORUM Sunday, Aug. 19 (NBC-TV, 4:30-5 p.m., EDT) in a live telecast from San Francisco. Participating in the pre-convention discussion program will be Governors Goodwin Knight of California, Fred Hall of Kansas, J. Bracken Lee of Utah and George Craig of Indiana. Stephen McCormick will be the moderator.

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## HOUSING 400 NBC-ERS IS QUITE A TASK IN SAN FRANCISCO

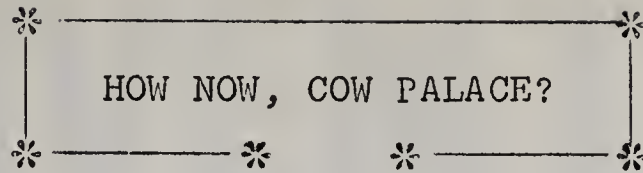
SAN FRANCISCO, Aug. 16 -- NBC has rented 18 hotels and motels and two entire homes in San Francisco preparatory to the arrival this weekend of more than 400 of the network's newsmen and technicians from New York, Washington, Chicago and Hollywood.

Four of the facilities were leased a year ago immediately after the Republican Party announced that San Francisco would be the site of its 1956 convention. One of these was a motel, The Francisco, that was not even built...it was under construction. It is now ready and will accommodate 40 of the network's personnel. The two homes will house twenty men.

"And we still need more housing" says Sig Bajak, NBC unit manager from New York in charge of housing and transportation. So if any Bay Area Landlords have a room to rent, which is hardly likely, they are urged to contact Bajak at NBC, San Francisco.

\* \* \*





SAN FRANCISCO, Aug. 16 -- John Thompson, manager of News and Special Events at NBC, Hollywood, has the answer to the question: "Why is it called the Cow Palace?"

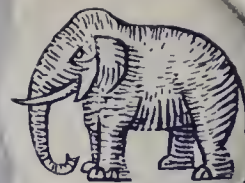
The arena, site of the 1956 Republican National Convention, was built in 1935 as "The Livestock Pavilion of Agricultural District No. 1A." Local newspapermen found it difficult to incorporate the full title into news stories, so one Bay Area reporter tagged it "The Palace for Cows" and then shortened it to "Cow Palace," and other newsmen were quick to follow. As the Republican Convention, first of its kind to come to the "Palace," prepares for its opening session, local wags are offering even more titles -- "Heifer's Haven," "Bovine's Bungalow," "The Jersey Joint" and even "Oxen's Oasis." And the NBC technicians concerned with the transportation of equipment and personnel from the Chicago stockyard area by plane to Cow Palace over the weekend are calling the move "Operation Flying Bull."

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NBC-New York, 8/16/56



NBC



NEWS

EFFIE THE ELEPHANT IS GREAT SHAKES! SHE'LL DO HULA ON 'TODAY'  
TO WELCOME FOLKS TO REPUBLICAN SESSIONS AT COW PALACE

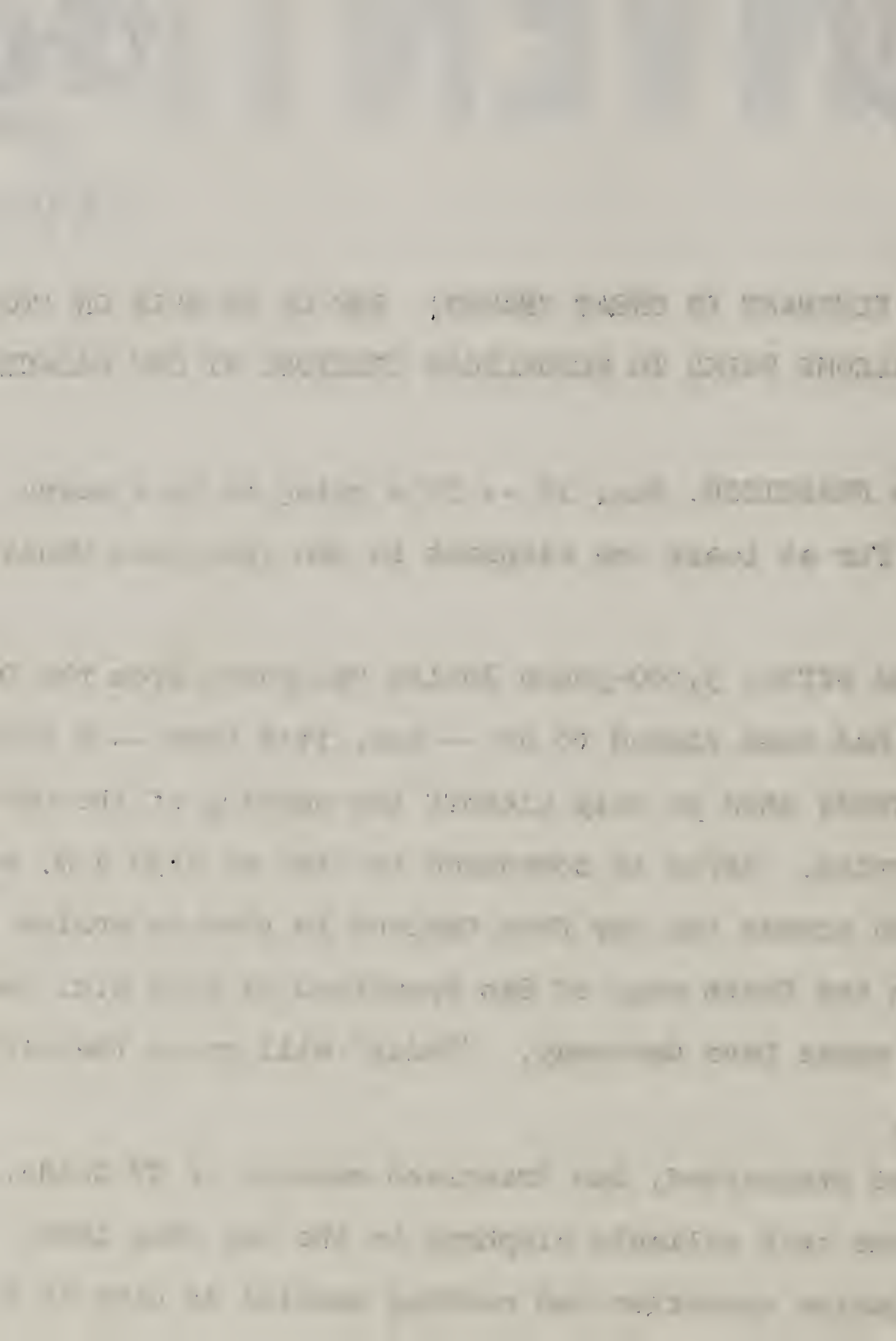
SAN FRANCISCO, Aug. 16 -- It's going to be a weary convention opening for at least one elephant in San Francisco Monday, Aug. 20.

Miss Effie, 3,000-pound Indian Pachyderm from the Oakland, Calif., Zoo, has been signed to do -- yes, it's true -- a hula dance on NBC-TV's TODAY show to help kickoff the opening of the GOP Convention that morning. Effie is scheduled to rise at 2:30 a.m. so she can be trucked across the bay from Oakland in time to arrive at the Cow Palace on the South edge of San Francisco by 3:30 a.m. to rehearse her act with emcee Dave Garroway. "Today" will go on the air at 4 a.m. (PDT).

Fred Stapleford, San Francisco manager of TV Guide, tied up Miss Effie, the only reliable elephant in the Bay Area three months ago. The magazine executive had nothing special in mind at the time. He merely figured it would be a smart idea to have an elephant on hand come Aug. 20 and the GOP Convention. An NBC publicity man suggested that TV Guide talk to the producer of the "Today" program and other

(more)





2 - 'Today'

NBC Shows. "Today's" producer was most pleased to accommodate when contacted in Chicago.

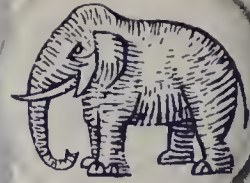
And so Effie rises early Monday, yawns, rushes to NBC's Convention Central at the Cow Palace, does her hula dance welcoming the Republican Party. This, despite the fact that no one has bothered to ask Effie whether she is voting Republican or Democratic.

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NBC-New York, 8/16/56



NBC



NEWS

LOGICAL? IT'S EVEN PATHOLOGICAL! "TODAY'S" GARROWAY  
GETS THE MEDICAL LOWDOWN ON CONVENTIONEERING

CHICAGO, Aug. 16 -- NBC-TV's TODAY presents an exclusive behind-the-scenes interview with one of the little-known, but highly important personalities whose vital contributions to this political convention helps assure and preserve our way of life.

And here to bring you this dramatic real-life interview is our D. Cunningham Garroway!

GARROWAY: Our special guest today is the head of the medical team which looks after the safety and well-being of all convention delegates. He is Dr. Farnsworth Horton (Jack Lescoulie). Good morning, doctor.

LESCOULIE: (WITH WHITE HIGH-NECKED JACKET, CARRIES CLIPBOARD, STETHOSCOPE AROUND NECK) Good morning, Mr. Garroway, how are you?

GARROWAY: Just fine.

LESCOULIE: (DISAPPOINTED) Oh.

GARROWAY: Dr. Horton, doubtless there are many people among our viewers who, like myself, didn't realize that a full-time medical team is in constant attendance at the conventions. How long has this arrangement been in effect.

(more)





LESCOULIE: Ever since that tragic case back in the convention of '36. I have the X-ray right here. Delegate from South Dakota...very sad, crushed vertebrae, fractures, he never had a chance.

GARROWAY: What happened?

LESCOULIE: In a deadlock, he switched 20 votes and got backslapped to death.

GARROWAY: Terrible. Tell me, are you the only doctor on your team?

LESCOULIE: No -- we also have a specialist from Vienna, Dr. Wilhelm Heinz Conrad Glockenspiel-Burmeister.

GARROWAY: Oh?

LESCOULIE: One of the biggest names in medicine.

GARROWAY: What does he specialize in?

LESCOULIE: Tweezer work...they just don't make those wooden seats like they used to.

GARROWAY: Dr. Horton, what is the most common first aid problem you encounter at a convention?

LESCOULIE: Welllllll, I guess laryngitis. Yesterday one of the speakers had a real severe case of it, but luckily we had some band-aids handy...And it looks like he's gonna be all right.

GARROWAY: Band-aids?...cured laryngitis?

LESCOULIE: They'll help, we taped his big mouth shut.

GARROWAY: I see. Do you ever encounter any major emergencies?

LESCOULIE: Well, last night I got a special call to surgery. Had to operate. Some delegate at a party dinner...found out it was a hundred dollars a plate...and at those prices, he ate the knives and forks too.

(more)



3 - 'Logical?'

GARROWAY: I see. Tell me, doctor, do you come up against the same health problems every convention, or do they vary?

LESCOULIE: They go in cycles.

GARROWAY: Any particular troubles arising at this convention?

LESCOULIE: Getting a lot of cases every morning of multiple lacerations...delegates showing up covered with scratches.

GARROWAY: What causes that?

LESCOULIE: Take a guess.

GARROWAY: No idea at all, doctor.

LESCOULIE: Well, the scratches puzzled us too, but we solved it. Finally we had to issue an order. Here it is (READS)  
"Delegates who thrash a lot in their sleep are hereby excused from having to wear their Adlai buttons on their pajamas."

GARROWAY: It's been very instructive talking with you doctor.

LESCOULIE: That's okay...(WAVES) Well...see you on "Medic."

("Today" is being telecast direct from the site of the Democratic National Convention here.)

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NBC-New York, 8/16/56





## COLOR TELEVISION NEWS

A SERVICE OF



THREE NEW NBC-TV COLOR STUDIOS--TWO IN NEW YORK,  
ONE IN HOLLYWOOD--TO BE PUT INTO SERVICE IN FALL

FOR RELEASE MONDAY A.M., AUG. 20

Three new color studios, two in New York and one in Hollywood, will be put into service by the National Broadcasting Company this Fall as the network swings into a greatly expanded schedule of color programming.

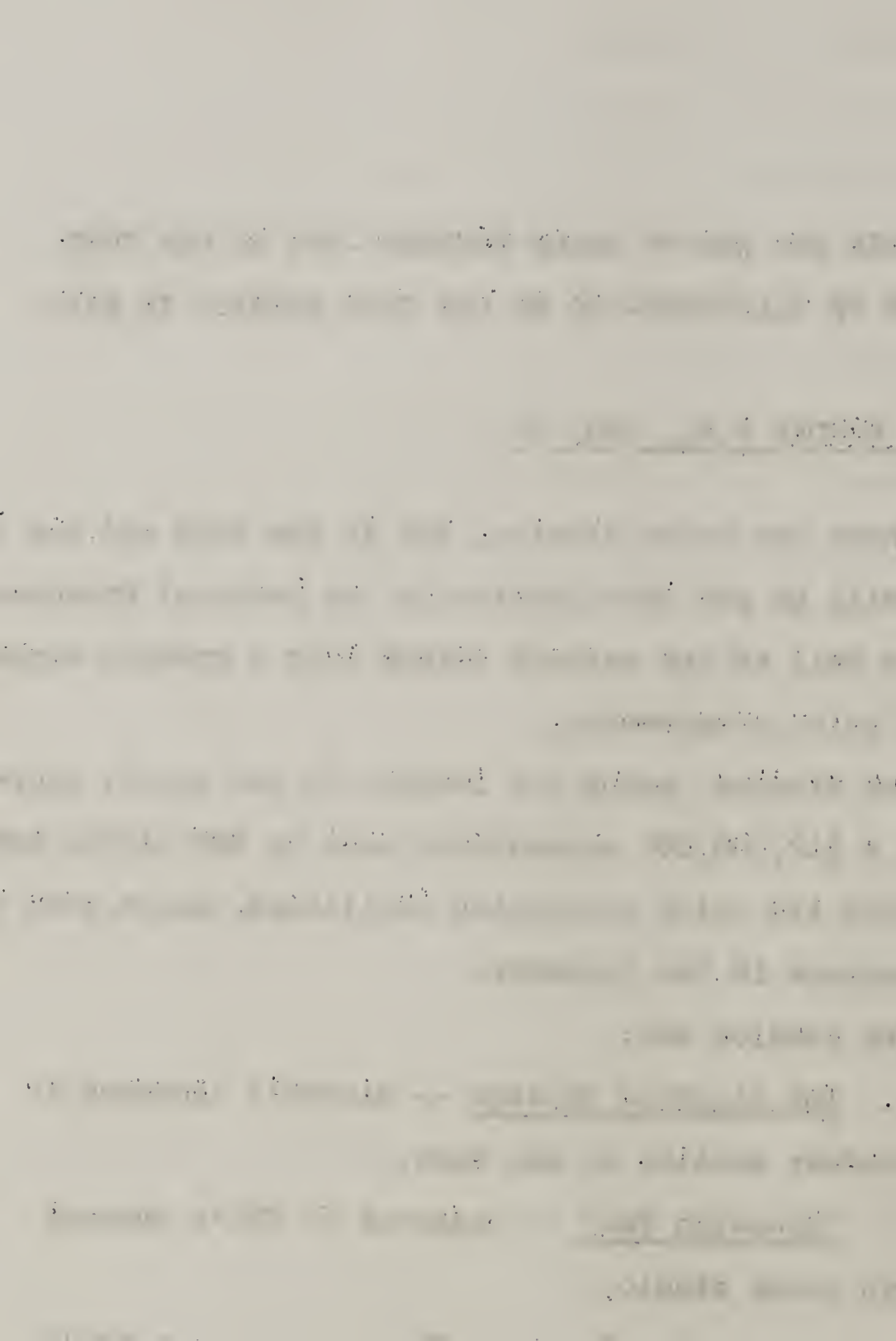
The studios, among the largest in the world, represent the bulk of a \$12,000,000 expenditure made by NBC within the past year to double its color production facilities, which were already the most complete in the industry.

The studios are:

1. The Ziegfeld Theatre -- Historic landmark in the Broadway section of New York.
2. "Brooklyn Two" -- Adjacent to NBC's present Brooklyn color studio.
3. "Color City Four" -- The second color studio to be built in NBC's "Color City" in Burbank, Calif.

(more)





## 2 - Color Studios

The expansion program also includes the installation at Color City of a recording system using lenticular film, a new development carried out jointly by NBC, the Radio Corporation of America and the Eastman Kodak Company.

This system, which will go into operation at the start of the Fall season, will make NBC the first network to present color programs on the West Coast on the same time-delay basis that is standard for black-and-white TV.

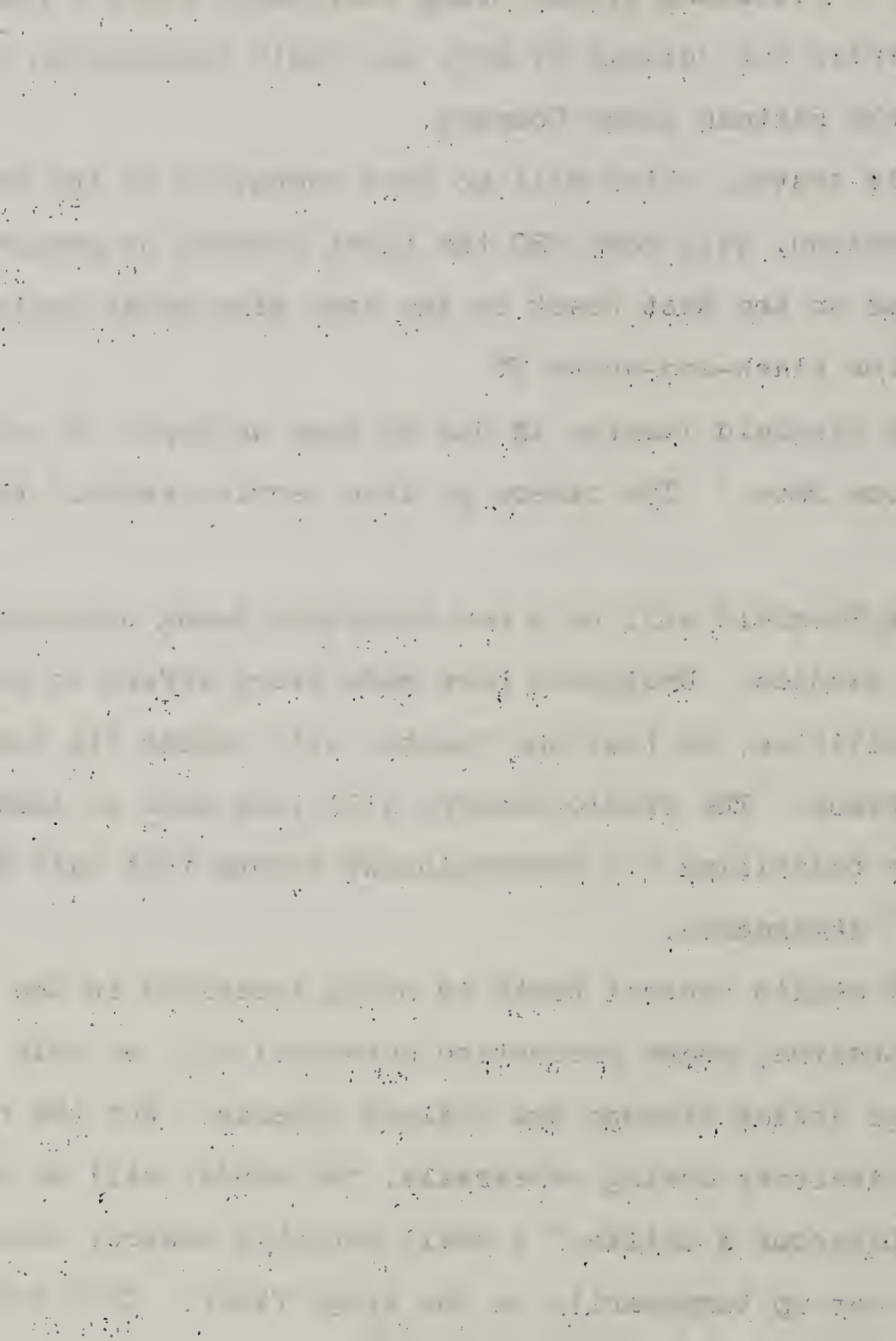
The Ziegfeld Theatre is due to open on Sept. 15, with "The Perry Como Show." The others go into service shortly thereafter.

The Ziegfeld will be a new departure among theatres converted to TV studios. Designers have made every effort to conceal technical facilities, so that the theatre will retain its traditional appearance. The studio-theatre will thus make an ideal showplace for televising big entertainment events that call for a "first-night" atmosphere.

The studio control booth is being installed in the basement of the theatre, where production personnel will be able to view the stage action through two vidicon cameras. For the convenience of directors during rehearsals, the studio will be equipped with a "Director's Delite," a small portable control console which can be set up temporarily on the stage floor. This device, the first of its kind, was developed by NBC.

For large productions requiring a "workshop" rather than a theatre, the Ziegfeld will use a removable fore-stage floor and fore-stage lighting as well as an aerial camera which can be

(more)



### 3 - Color Studios

attached to the front of a balcony. For audience viewing, the studio will have a large-screen monochrome monitor, as well as the regular color monitors. The lighting system will handle a total of 900,000 watts of current and will have 450 lighting outlets.

"Brooklyn Two" will be the largest studio ever to be built from the ground up specifically for color. With its floor space of 13,500 square feet it will be exceeded in size only by the adjacent "Brooklyn One," a former film studio converted to color TV. "Brooklyn Two" will have the most powerful lighting system in the industry. With its capacity of 1,200,000 watts and 850 outlets, the system will use enough current to light a city of 4,000 homes. It will be one of the two largest systems in the country, being equalled only by the new Burbank studio.

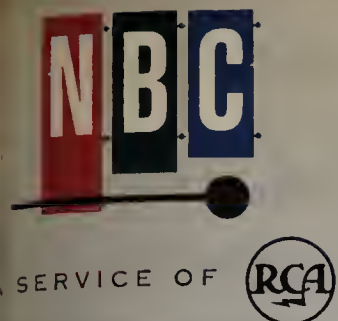
"Color City Four" at Burbank is the second color studio to be built at NBC's West Coast color TV center. Its 12,600 square feet of floor space give it approximately the same dimensions as the first studio -- "Color City Two."

The new lenticular film system will permit NBC to delay color programs for the West Coast so that they can be seen at the most convenient hours. Under the lenticular system, electronic color information is registered on black-and-white film through minute lenses which form a portion of the film itself. The film can be processed rapidly with normal black-and-white techniques and then played back as a color TV program.

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color television presents

# PRODUCERS' SHOWCASE



August 17, 1956

ROBERT STACK, KAY STARR, DICK HAYMES, LOUIS ARMSTRONG, BUSTER KEATON  
STARRED IN "THE LORD DON'T PLAY FAVORITES," ORIGINAL MUSICAL  
PLAY OPENING FALL SEASON OF "PRODUCERS' SHOWCASE" COLORCAST

"The Lord Don't Play Favorites," an original musical by Jo Swerling and Hal Stanley, will star Robert Stack, Kay Starr, Dick Haymes, Louis Armstrong and Buster Keaton as the opening show of the new Fall series on PRODUCERS' SHOWCASE, it was announced by executive producer Mort Abrahams. The 90-minute colorcast will be seen on NBC-TV, Monday, Sept. 17 (8-9:30 p.m., EDT).

Hal Stanley, who will be guest producer, has also written the music and lyrics for the Spectacular. Bretaigne Windust, one of Broadway's most esteemed directors, will stage and direct the musical. Clark Jones will direct the show for television.

"The Lord Don't Play Favorites," inspired by Patrick Malloy's short story which appeared in Esquire magazine in January, 1950, is set against the colorful background of a small-time traveling circus.

The circus is virtually stranded in a drought-ridden Kansas town and becomes even more woebegone when the city fathers fine it on

(more)



trumped-up charges. The town needs the money to pay the fee for a professional rain-maker. The circus, on the other hand, had hoped to use the money to enter its trick horse in the county races.

Posing as a professional rain-maker, the circus ringmaster dupes the local yokels into pre-paying a fat fee for his services and thus re-coups the cash. In a stirring climactic scene, the townsfolk pray to the Lord for rain, while the circus people pray for continued dry weather until the race is over, since their horse runs best only on a dry track.

Tony Charmoli will be choreographer for "The Lord Don't Play Favorites." Edward Stephenson, who did the settings for "The Petrified Forest" on "Producers' Showcase," will be scene designer. Charles Sanford will be musical director. Leo Davis is associate producer and Shelley Hull production supervisor. Dean Whitmore is associate director.

"Producers' Showcase" will be sponsored for the new series by the Radio Corporation of America and the Whirlpool-Seeger Corporation. Kenyon & Eckhardt, Inc. is the agency for both accounts.

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NBC-New York, 8/17/56





NBC



NEWS

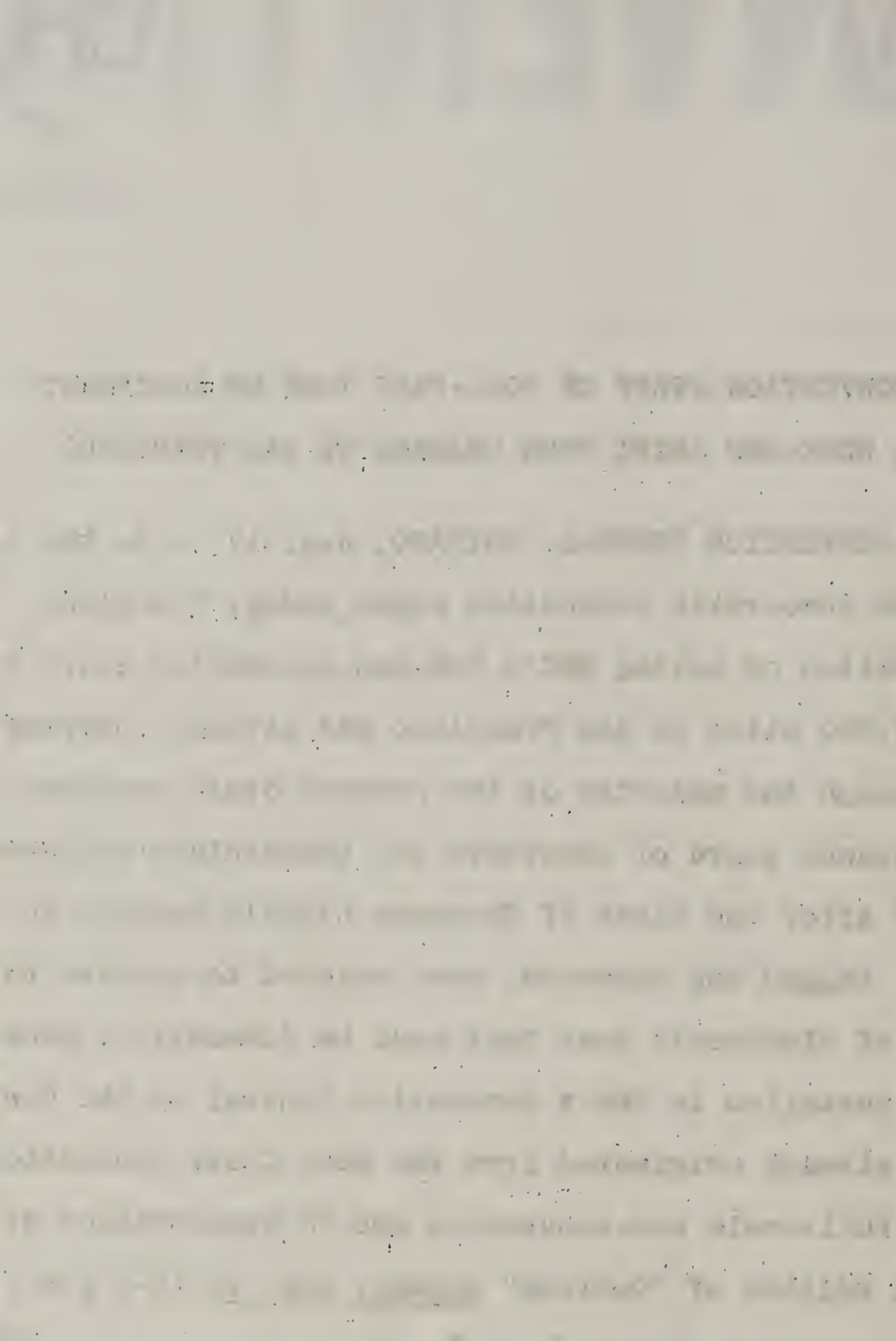
NBC-TV CONVENTION STAFF OF 400--PLUS TONS OF EQUIPMENT--  
MAKES WEEK-END SHIFT FROM CHICAGO TO SAN FRANCISCO

NBC CONVENTION CENTRAL, CHICAGO, Aug. 17 -- As the last sessions of the Democratic Convention began today, the giant logistics operation of moving NBC's 400-man convention staff and tons of equipment 1,900 miles to San Francisco was already underway.

Although the majority of the network staff remained in Chicago, an advance guard of reporters and technicians emplaned for the West Coast after the close of Thursday night's session in Chicago. Packing cases, tagged and numbered, were readied to receive the 14,000 pounds of electronic gear that must be dismantled, packed, flown to, and installed in NBC's Convention Central in the Cow Palace. Programs have already originated from the West Coast convention scene, but the first full-scale pre-convention NBC-TV presentation will be an hour-length edition of "Outlook" Sunday, Aug. 19 (5-6 p.m., EDT), some 40 hours after the close of the Democratic gathering...40 hours in which a multimillion-dollar installation must be carted bodily crosscountry and reconstructed.

(more)





As of noon (EDT), today, NBC-TV had presented  $36\frac{1}{2}$  hours of special convention programming from Chicago. This figure does not include  $21\frac{1}{2}$  hours of regularly scheduled shows, which moved to Chicago and devoted their air time to convention sidelights and interviews. Nor does it include the final Friday sessions, estimated as another nine hours. Technicians, secretaries, commentators and executives alike worked 16 to 18-hour days during the convention hurly-burly and excitement.

The first planeloads out of Chicago tonight will be technicians, who must grab sleep enroute, for they face a 30-hour stint of wiring and installation on arrival.

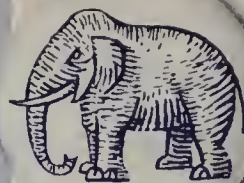
"I have a feeling this has been rougher on the television people than on the Democrats," said NBC Director of News William R. McAndrew.

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NBC-New York, 8/17/56



NBC



NEWS

'TODAY' DELEGATION HEADS FOR SAN FRANCISCO AFTER BUSY  
WEEK OF INTERVIEWING NOTABLES IN CHICAGO

CHICAGO, Aug. 17 -- The uncommitted delegation from NBC-TV's TODAY program -- led by Chairman D. Cunningham Garroway -- packed up its platform, cached its campaign buttons and headed West for the final round of conventions.

For one week, beginning Monday, Aug. 20, the entire "Today" delegation -- Garroway, Jack Lescoulie, Frank Blair, Lee Meriwether, J. Fred Muggs -- will be at San Francisco's Cow Palace, site of the Republican National Convention.

During its 15-hour telecast coverage of the Democratic National Convention here, "Today" interviewed former President Truman six times. The list of all those interviewed includes:

Monday, Aug. 13: Former President Truman (twice; Adlai Stevenson; Thomas Finletter; Minnesota's Senator Hubert Humphrey; New York's Governor Averell Harriman; and Carmen De Sapio, New York National Committeeman.

(more)





Tuesday, Aug. 14: Former President Truman (twice); Mrs. Katherine Louchheim, Director of Women's Activities for Democratic Convention; Georgia's Governor Marvin Griffin; Alabama's Senator John Sparkman; Adlai Stevenson and family; former Attorney General J. Howard McGrath; Paul Butler, Democratic National Chairman; Mrs. Averell Harriman; New Jersey's Governor Robert Meyner and Mrs. Franklin D. Roosevelt.

Wednesday, Aug. 15: Chicago Daily News reporter George Thiem; North Carolina Senator W. Kerr Scott; Representative Charles Diggs, Jr. of Michigan; James Farley; former President Truman; Tennessee's Governor Frank G. Clement; Massachusetts' Senator John Kennedy; Oregon's Senator Wayne Morse and Tennessee's Senator Estes Kefauver.

Thursday, Aug. 16: Tennessee's Senator Albert Gore; James Farley and Loyd Benefield, National Campaign Director for Governor Harriman.

Friday, Aug. 17: Florence ("Jiggs") Donohue, Senator Kefauver's National Campaign Manager; former President Truman; former Attorney General J. Howard McGrath; NBC commentator H. V. Kaltenborn (twice); Oklahoma's Governor Raymond Gray and Pennsylvania's Governor George Leader.

"Today" will telecast a total of 20 hours during its five-day coverage of the Republican National Convention.

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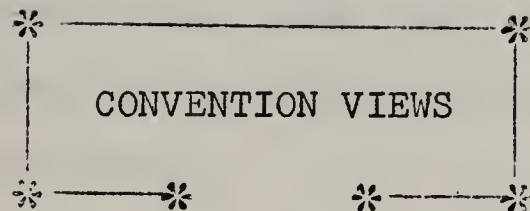
NBC-New York, 8/17/56



NBC



NEWS



IT'S A SNAP

NBC CONVENTION CENTRAL, CHICAGO, Aug. 17

-- For the benefit of the scores of amateur photographers who clustered around NBC-TV's glass-enclosed Convention Central, the network posted signs suggesting proper shutter settings and speeds. The instructions: f-11 at one-fiftieth of a second, or f-8 at one twenty-fifth of a second.

\* \* \*

ANOTHER KIND OF DEMONSTRATION

NBC CONVENTION CENTRAL, CHICAGO, Aug. 17

-- NBC newsman Jim Hurlbut took time out from convention coverage to give an intensive course in the how's and why's of the beer-mug transmitter to a charming and curious lady on the floor -- Mrs. Carmine De Sapio.

(more)



Fig. 1. Diagram

The diagram shows the upper and lower halves of the box.

The upper half is labeled 'Upper half' and the lower half is labeled 'Lower half'.

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Fig. 1

Fig. 1

Fig. 1. Diagram

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The upper half is labeled 'Upper half' and the lower half is labeled 'Lower half'.

The diagram shows the upper and lower halves of the box.

"CREEPIE CREWS"

NBC CONVENTION CENTRAL, CHICAGO, Aug. 17

-- NBC news has "creepie crews" at the conventions. The term refers to the three-man audio, video and technical directing teams that wander about with the amazing little portable TV camera known as the "creepie-peepie."

\* \* \*

CHICAGO PASS WORD

NBC CONVENTION CENTRAL, CHICAGO, Aug. 17

-- Lawrence Spivak was bringing Col. Jake Arvey over to Convention Hall for a floor pickup by NBC and suddenly realized he didn't have the right kind of entrance pass for Arvey. He mentioned this and an Arvey lieutenant, thinking of the power wielded by "the uncrowned king of Chicago," grinned and replied: "If you find a cop at the door who won't let Jake Arvey through, you've found a cop who's lost his mind."

\* \* \*

NO ESCAPE

NBC CONVENTION CENTRAL, CHICAGO, Aug. 17

-- NBC newsman John Ghilain marched in every demonstration in the Democratic Convention. "You can't escape them," he says.

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NBC-New York, 8/17/56







## COLOR TELEVISION NEWS

A SERVICE OF



August 17, 1956

## NBC COLOR TELECAST SCHEDULE

Aug. 26 - Sept. 1

Sunday, Aug. 26

5:00-5:30 p.m., EDT -- ZOO PARADE -- Today's film is entitled "Zoo Parade Safari -- East Africa."

Tuesday, Aug. 28

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "House Off Fifth Avenue."

Wednesday, Aug. 29

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Yankee Doodler."

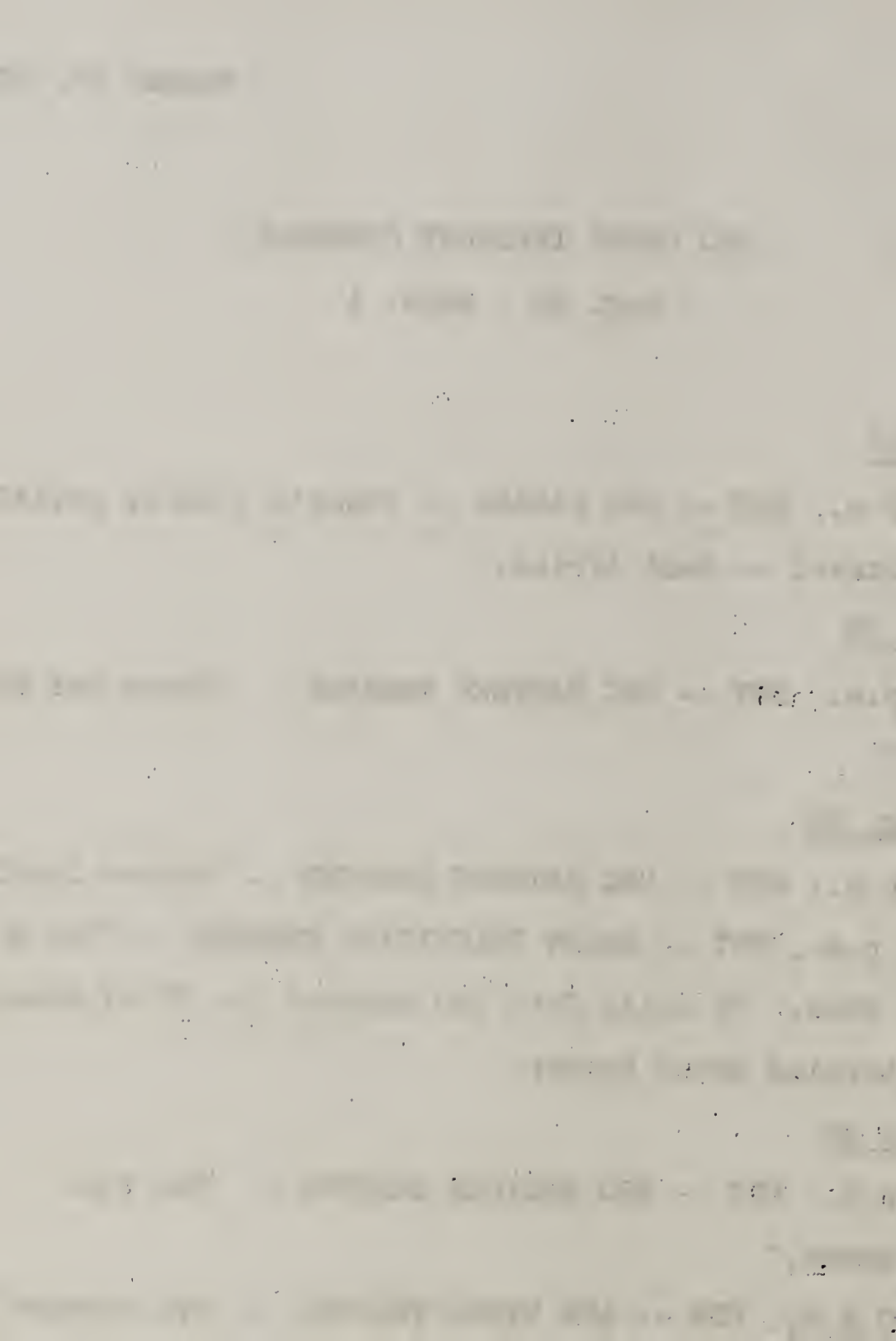
9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "The Girl Who Saw Too Much," by Holly Roth and adapted for TV by Robert J. Shaw; starring Betsy Palmer.

Thursday, Aug. 30

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Pink Hippopotamus."

10:00-11:00 p.m., EDT -- LUX VIDEO THEATRE -- "The Wayward Saint," by Paul Vincent Carroll; starring Liam Redmond with Ann B. Davis.

(more)



2 - NBC Color Telecast Schedule

Friday, Aug. 31

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "September Tide."

\* \* \*

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	9:20- 9:40 a.m. -- JOSIE'S KITCHEN.
	11:25-11:30 a.m. -- WRCA-TV WINDOW.
through	1:50- 2:00 p.m. -- JINX'S DIARY.
Friday	11:10-11:15 p.m. -- TEX ANTOINE.

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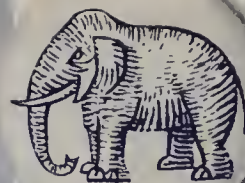
NBC-New York, 8/17/56

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NBC



NEWS

GARROWAY'S TRULY EYE-OPENING "TODAY" INTERVIEWS--

A STRICTLY UN-CONVENTIONAL PROCEDURE

SAN FRANCISCO, Aug. 20 -- Vice President Richard M. Nixon, Harold Stassen, California Governor Goodwin J. Knight and other leading members of the Republican Party here for the GOP convention were warned by telegrams from NBC's Dave Garroway that they may be awakened between 4 and 5 a.m. today (Monday) through Thursday by NBC television cameramen knocking on their hotel room doors for informal "pajama interviews."

When the GOP VIP's (or their wives) open the doors they will be greeted by a "live" TV camera complete with lighting and Garroway who will interview them before an audience of many millions looking in via 100 NBC stations.

Garroway said he is planning to have a waiter serve coffee to the bleary-eyed politicians to help take the edge off the early-morning

(more)



interviews which are seen on NBC's TODAY show between 7 and 8 a.m., (EDT and PDT). It will be kinescoped on a three-hour delay for West Coast viewers.

"Actually," Dave explained, "we don't expect the congressmen and governors we awaken to meet us with loaded shotguns too often despite the early awakenings, since the early-morning interviews will give them an opportunity to get things off their chests that they may not be able to unload before the American public from the floor of the convention."

On the other hand, several San Francisco newspapers are contemplating the assignment of photographers and reporters to the roaming "I Am a Camera" Garroway on the hunch that on-the-spot early-morning manslaughter could result.

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NBC-New York, 8/20/56

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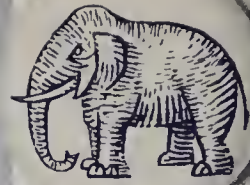
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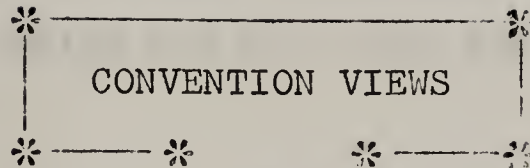
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NBC



NEWS



NBC CONVENTION CENTRAL, SAN FRANCISCO, Aug. 20 -- Chet Huntley, NBC-TV anchor man, once again came through with an ad-lib -- this time in the form of a jar of instant coffee. NBC personnel hopped a plane for San Francisco and the GOP Convention a couple of hours after Sam Rayburn's gavel closed the Democratic Convention in Chicago. En route the stewardess ran out of coffee. Mr. Huntley reached into his bag and brought out a jar. A viewer in White Plains, N.Y., worried about Mr. Huntley and his long hours before the camera had sent him a box of goodies including the coffee.

\* \* \*

NBC has borrowed a 110-inch lens from station KLMO-TV, Seattle. This is the largest lens in existence and will enable the cameraman to cover virtually any point in the Cow Palace.

\* \* \*

Whether its Chicago or San Francisco, people are curious. Yesterday (Sunday), the day before the opening of the GOP Convention in San Francisco, Chet Huntley and David Brinkley were rehearsing for

(more)





## 2 - Convention Views

NBC-TV's "Outlook" program in NBC's CONVENTION CENTRAL in the Cow Palace. There before the vista window stood a crowd of 100 workmen and newspaper reporters watching the newsmen at work.

\* \* \*

NBC staffers, arriving at CONVENTION CENTRAL in the Cow Palace in San Francisco, noticed sleek sanitation waste receptacles smartly painted red, white and blue with the message "Please Keep America Beautiful."

\* \* \*

It was hot in Chicago, so they "cooled it down" in San Francisco.

There is a complete switch in adjustment of room temperature as NBC covers the Republican Convention from San Francisco's Cow Palace -- according to Paul Gale, NBC traffic manager.

"It was necessary to install air conditioning units in Chicago's Amphitheatre," says Gale, "but San Francisco's 'cool' weather poses another problem. We're now installing heaters in the arena and their use will depend on the amount of heat produced from the television lights.

\* \* \*

"Cellomatic" is the word that describes NBC's unique method of pinpointing a face in the crowd in the coverage of the Republican sessions. "Cellomatic" is on-the-spot animation via superimposition of a circle, an arrow, insert or name, which immediately identifies a particular delegate or commentator.

\* \* \*

(more)



CHICAGO WRAPUP

CHICAGO, Aug. 20 -- Randall Jessee of NBC News told this one about the day, last week, when Stevenson met Truman at the train. As Truman was walking away, Jessee asked him, deadpan: "Say, who is that fellow?" Replied Truman, equally deadpan, "Why that's Adlai Stevenson, the former Governor of Illinois."

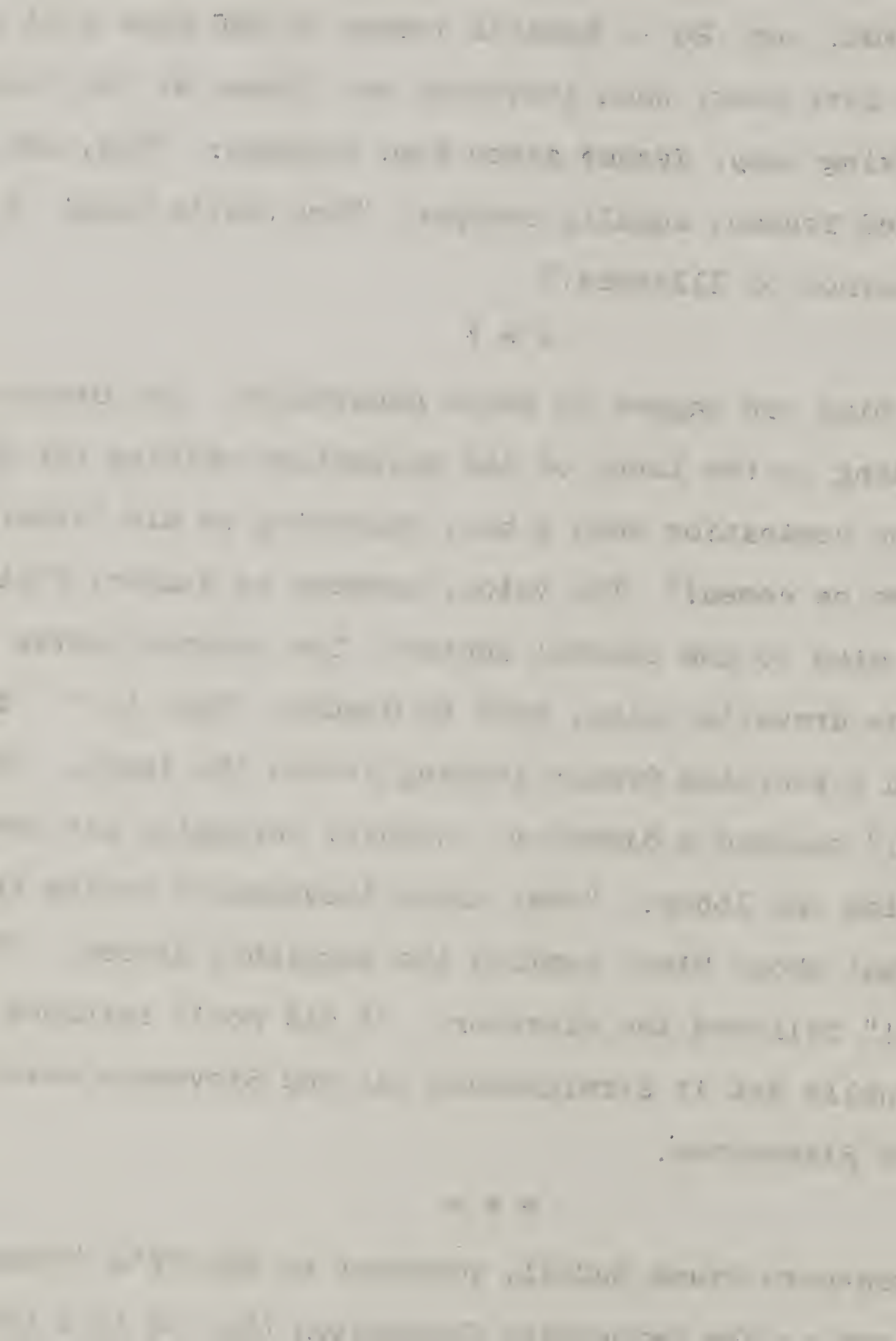
\* \* \*

Anything can happen on Radio Department: Ben Grauer of NBC News was standing in the lobby of the Blackstone waiting for Stevenson right after the nomination when a boy, referring to his father, shouted: "Here he comes!" The voice, unknown to Grauer, filtered into Grauer's mike to the control center. The control center director, assuming it was Grauer's voice, said to Grauer, "Take it." "Take what?" replied a startled Grauer looking around the lobby. "Give us a description," snapped a director. Grauer, shrugging his shoulders, began describing the lobby. "What about Stevenson?" howled the director. "What about him?" replied the anguished Grauer. "You said he was coming!" bellowed the director. "I did not!" returned Grauer. Well, they finally got it straightened out and Stevenson never did show up at the Blackstone.

\* \* \*

Texas-born Frank McCall, producer of NBC-TV's "News Caravan," proved at the Democratic Convention that he is a born horse-trader. Starting with an NBC identification badge and a Pogo button, he parlayed them first into a button reading "Why Don't We Try Friendly Persuasion?" with a few more bartering deals conducted in

(more)





#### 4 - Convention Views

side corridors and in smoke-filled parties, he appeared at NBC "Convention Central" Friday with an impressive gold medallion that read simply, "Honored Guest."

\* \* \*

Barry Wood, Director of NBC Special Events and the fellow currently in charge of producing the conventions, was up to his ears doing that producing in NBC's "Convention Central" when a call came through to him from a viewer: "Would you please show the Pennsylvania delegation?" asked the caller. Mr. Wood, in strangled tones, said he'd try.

Pauline Frederick, NBC News' radio "anchor man" made endurance records in her "hanging garden" radio booth in convention hall. Thursday she was in there from 11:30 A.M. to 6:30 P.M. with one 10-minute break and from 8:30 to 11:30 P.M. with no break. She managed a roast beef sandwich once but had to watch her bites so they'd coincide with longish speeches. She tried to eat an ice cream cone to soothe her throat but it dripped away before she could get it down, such were the demands of announcing. She finally settled on keeping a soda on standby and sipping it whenever she got a chance.

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NBC-New York, 8/20/56



# News

August 20, 1956

WBUF (BUFFALO) NOW OWNS A FIRE TRUCK THAT WILL PUMP PLENTY  
OF PUBLIC SERVICE IN SAFETY AND FIRE PREVENTION ROLE

Whoever it was that said old fire trucks never die, they just fade away, hadn't heard about a certain 1921 American-LaFrance pumper which is entering the most glorious days of its colorful career.

Station WBUF, the NBC owned UHF television station in Buffalo, N.Y., recently acquired a big red 1,000-gallon pumper which once served the Westfield, N.J., Fire Department.

Charles C. Bevis Jr., General Manager of WBUF, said that the fire truck will become a symbol of public service rendered by the Station in fire prevention and in cooperation with the Buffalo Fire Department.

The truck, shipped from a New Jersey rest camp for superannuated fire fighting vehicles, arrived in Buffalo last week. It roared in behind a motorcycle escort. The truck was newly painted and polished, marked with appropriate NBC, WBUF and Channel 17 insignia, and equipped with New York State license plate "UHF 17."

(more)



In a ceremony at the Buffalo City Hall, Mr. Bevis informed Fire Commissioner William M. Daly of the intended use of the truck in a program built around safety and fire prevention. The broadcaster also offered the Fire Department use of the truck in any emergency. When tested recently, the pumper was said still to pack plenty of punch in the stream of water which it can project.

Commissioner Daly replied to Mr. Bevis that he was designating Station WBUF as Honorary Engine Company No. 17, since it broadcasts on UHF Channel 17. The former company of that number was decommissioned some time ago. He also appointed Mr. Bevis as honorary captain.

Thus began a new life for a fire truck whose days seemed to be numbered when the Westfield firemen put it out to pasture.

The truck had gained a reprieve from idleness -- and the suggestion of a glamorous life ahead -- earlier this year when Holiday Magazine bought it to be used as a prize in a promotion contest for advertising men.

It was won last May by Peter Schaeffer, an account executive of McCann-Erickson, Inc. Either Mr. Schaeffer already had a fire engine and couldn't use a second, or possibly he found that even one would crowd his garage a bit.

In either case, when a man from NBC came around, money in hand, Mr. Schaeffer quickly shook hands on a sale.

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NBC-New York, 8/20/56





FRATERNITY CHOOSES 'MONITOR' AS 'MOST POPULAR RADIO SHOW'

Tau Kappa Epsilon, a national college fraternity, has chosen MONITOR as "The Most Popular Radio Show for 1956." The award was based on a popular poll taken among the 132 chapters of TKE on campuses throughout the nation, and was announced by Michael L. Coquat, national editor of "The Teke," the fraternity magazine.

Executive producer Al Capstaff of "Monitor" said he was "very happy" to accept the award, and considered it "especially valuable because the poll covered so many college students in so many sections of the country."

"Monitor" holds many other awards, including one from TV-Radio Mirror magazine for "The Best Program on Radio," and another from Radio-Television Daily for "The Best New Program Idea."

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'TIME' ARTICLE APPRAISES 'NBC MATINEE THEATER'

An article in the current (Aug. 20) issue of Time Magazine appraises NBC MATINEE THEATER (NBC-TV, Mondays through Fridays, 3-4 p.m., EDT) on completion of the first 200 telecasts in the series.

Executive producer Albert McCleery, whose picture accompanies the article, is described this way: "Mastermind of 'Matinee' is volatile, grey-eyed Albert McCleery...who runs his big assembly line operation as if he were a field marshal."

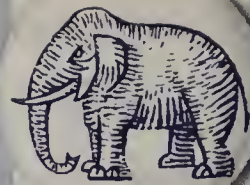
The article further states: "NBC is so happy with its play-thing that it has booked 'Matinee' for a second year...An 'Emmy' award-winner...'Matinee' last week vaulted into the top slot of day-time dramatic-show ratings."

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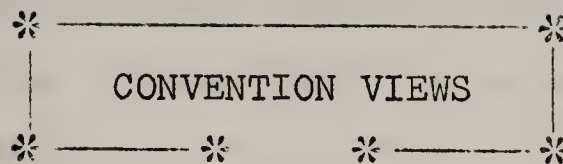
NBC-New York, 8/20/56



NBC



NEWS



NBC'S "GHOST" CAMERA

NBC CONVENTION CENTRAL, SAN FRANCISCO, Aug. 21 -- NBC-TV's ghost camera perched high atop the Mark Hopkins Hotel came into its own yesterday during the Republican Convention coverage when it went into operation without any visible means of help.

To anyone with the courage to climb on the roof of the tallest building on famed Nob Hill, the operation still remains a mystery. There isn't a soul in sight!

Because the wind travels at the force of a gale, the NBC production crew knew that a cameraman wouldn't remain on the roof for long, so a plan was worked out whereby the camera could be electronically controlled from NBC's Convention Central at the Cow Palace.

The ghost camera went into operation for the first time on Monday morning and lensed some of the outstanding sights of the colorful Bay Area city...the cable cars traveling down Nob Hill, the financial district, the Ferry Building, Telegraph Hill, Coit Tower, Fisherman's Wharf, the Golden Gate Bridge and the surrounding Bay Area cities.

\* \* \*  
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MUELLER GETS PLANK DATA

Merrill (Red) Mueller of NBC News reported yesterday that the Republicans 'top secret Civil Rights' plank "in no way says that there will be federal implementation of the Supreme Court desegregation decision." Mr. Mueller, who got his tip from a Southern delegation, said the plank merely implies that the party is for desegregation because the Supreme Court decision was passed during the Eisenhower administration.

\* \* \*

BEATTY FORECASTS 'GET-OUT-VOTE' CAMPAIGN

NBC CONVENTION CENTRAL, SAN FRANCISCO, Aug. 21 -- The theme of the Republican Convention will be one of getting out the vote, NBC News' Morgan Beatty reported last night. Said Beatty on radio: "The Republicans are striving with might and main to impress the delegates with the sharp, shocking fact that there are 12,000,000 more registered Democratic voters in the United States than there are Republicans."

\* \* \*

BUT THEY WORK, TOO!

Visitors to NBC Convention Central in the Cow Palace were startled by a sign over a trap door which measured two feet by two feet. Sign: Engineers lounge!

\* \* \*

NO SECRETS

Dolores Mona, NBC's lip reader, startled newsmen at a press conference when she answered their questions about herself as they asked them of fellow reporters.

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NBC-New York, 8/21/56





# COLOR TELEVISION NEWS

A SERVICE OF



August 21, 1956

NBC PRODUCER AND DIRECTOR ROBERT D. GRAFF LEAVES N.Y.

TO MAKE 'ASSIGNMENT: SOUTHEAST ASIA' COLOR FILM

Robert D. Graff, NBC producer and director who will make "Assignment: Southeast Asia" for the network, left New York by plane for Indonesia today (Tuesday).

His hope for the 90-minute color program, which will be filmed in six countries, is to "take what has been best in the documentary tradition, such as emphasis on closeness to people, and add a new element -- a famous man who will give us the benefit of his knowledge about Asia," Mr. Graff said.

The reference was to James A. Michener, Pulitzer Prize-winning author (for his "Tales of the South Pacific") and noted authority on the South Pacific and Asia, who will serve as "guide," writer and on-camera narrator. Mr. Michener, to whom Southeast Asia is familiar territory, will join the NBC task force in Indonesia in several weeks. In the past decade, he has been to that part of the world 10 to 15 times and has visited all six of the countries the NBC crew will journey to: Burma, Malaya, Thailand, Vietnam, Indonesia and Cambodia.

En route to Indonesia, Mr. Graff will stop in London to round up most of the crew, which will consist of Beatrice Cunningham

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# COLOR TELEVISION NEWS

A SERVICE OF



## NBC COLOR TELECAST SCHEDULE FOR SEPTEMBER

(All Times Are EDT)

Sunday	Sept. 2	5:00- 5:30 p.m. -- ZOO PARADE.
		9:00-10:00 p.m. -- ALCOA HOUR.
Monday through Friday	Sept. 3 through Sept. 7	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday	Sept. 5	9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.
Thursday	Sept. 6	10:00-11:00 p.m. -- LUX VIDEO THEATRE.
Sunday	Sept. 9	8:00- 9:00 p.m. -- "THE MAGIC BOX," starring Robert Donat, Margaret Johnston and Maria Schell.
Monday through Friday	Sept. 10 through Sept. 14	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Tuesday	Sept. 11	9:30-10:30 p.m. -- KAISER ALUMINUM HOUR.
Thursday	Sept. 13	10:00-11:00 p.m. -- LUX VIDEO THEATRE.
Saturday	Sept. 15	8:00- 9:00 p.m. -- PERRY COMO SHOW.
Monday	Sept. 17	8:00- 9:30 p.m. -- PRODUCERS' SHOWCASE -- "The Lord Don't Play Favorites" with Kay Starr, Dick Haymes, Louis Armstrong and Buster Keaton.

(more)



2 - NBC Color Telecast Schedule for September

Tuesday	Sept. 18	8:00- 8:30 p.m. -- BIG SURPRISE.
		8:30- 9:00 p.m. -- NOAH'S ARK -- Starring Paul Burke, May Wynn and Victor Rodman.
Wednesday through Friday	Sept. 19 through Sept. 21	3:00- 4:00 p.m. -- NBC MATINEE THEATER.
Wednesday	Sept. 19	9:00-10:00 p.m. -- KRAFT TELEVISION THEATRE.
Thursday	Sept. 20	10:00-11:00 p.m. -- LUX VIDEO THEATRE.
Saturday	Sept. 22	1:00- 2:00 p.m. -- WARNER BROTHERS FASHION SHOW. 8:00- 9:00 p.m. -- PERRY COMO SHOW.
Sunday	Sept. 23	8:00- 9:00 p.m. -- STEVE ALLEN SHOW.
Monday through Friday	Sept. 24 through Sept. 28	3:00- 4:00 p.m. -- NBC MATINEE THEATER. 7:45- 8:00 p.m. -- NBC-TV NEWS CARAVAN.
Tuesday	Sept. 25	8:00- 8:30 p.m. -- BIG SURPRISE. 8:30- 9:00 p.m. -- NOAH'S ARK.
Wednesday	Sept. 26	10:00-10:30 p.m. -- THIS IS YOUR LIFE.
Thursday	Sept. 27	10:00-11:00 p.m. -- LUX VIDEO THEATRE.
Friday	Sept. 28	8:00- 8:30 p.m. -- TRUTH OR CONSEQUENCES.
Saturday	Sept. 29	8:00- 9:00 p.m. -- PERRY COMO SHOW. 9:00-10:30 p.m. -- SATURDAY SPECTACULAR -- ESTHER WILLIAMS' AQUA- SPECTACLE.

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NBC-New York, 8/21/56







# NBC MATINEE THEATER

August 21, 1956

"'MATINEE' LUNCHEONS," A NEW PHASE IN AMERICA'S SOCIAL LIFE,  
HAS BEEN DEVELOPED BY VIEWERS OF "NBC MATINEE THEATER"

An innovation that is spreading among American women is the "'Matinee' Luncheon." Friends who usually gather for club meetings or bridge parties now are following their group luncheons with viewing of the NBC MATINEE THEATER which is seen across the country at hours varying from 12 noon to 3, depending on the time zones (3-4 p.m., EDT) Mondays through Fridays.

Mail from other viewers indicates an audience cross-section like this: mothers of new babies or small children, and grandmothers, who watch the program while baby-sitting; retired workers; hospital patients, disabled veterans, shut-ins and convalescents; night workers, such as nurses, hotel and restaurant employees; service personnel; college professors and students; artists, writers, entertainers, clergymen, doctors and lawyers in the lulls between appointments; farm and ranch families.

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\*-----\*

"QUEEN FOR A DAY" GETS ON THE MAP IN ALABAMA  
WITH RENAMING OF ASHVILLE'S WHITNEY JUNCTION

\*-----\*

When Mrs. James D. Brock of Whitney Junction in Ashville, Ala., was a guest on the NBC-TV QUEEN FOR A DAY program (Mondays through Fridays, 4 p.m., EDT) last July 6, she told emcee Jack Bailey she'd appreciate a few cases of canned goods to help stock a grocery store.

That modest request has snowballed into a big production which comes to a head Saturday, Sept. 1, with the formal opening of Mrs. Brock's new, well-stocked grocery store in the new-renamed community of "Queen for a Day." The mayor and city council of Ashville, of which Whitney Junction was a section, have made the name change official.

Mrs. Brock and her partially-disabled husband bought the store as a means of livelihood for themselves and their four children but could not finance the stocking of it until this windfall.

Ray Furr, Vice President of station WABT-TV in nearby Birmingham, has arranged for a gala opening with a TV pickup, a hill-billy band, orchids flown in from Australia for feminine customers, and other festive touches. Sponsors are contributing merchandise and equipment for the store.

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TEENAGERS TO INTERVIEW JERRY LEWIS

Comedian Jerry Lewis will be the guest on Theodore Granik's YOUTH WANTS TO KNOW Sunday, Aug. 26 (NBC-TV, 3:30 p.m., EDT). Lewis will be questioned by teenagers from the Hollywood area. The program, originating live from Hollywood, will be moderated by Stephen McCormick.

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McCLEERY ON TEMPORARY DUTY IN SIGNAL CORPS RESERVE

Albert K. McCleery, executive producer of NBC MATINEE THEATER (NBC-TV, Mondays through Fridays, 3-4 p.m., EDT), is on temporary duty as lieutenant colonel in the Signal Corps reserve, assigned to Panama. While there, he is studying television facilities and will report on his findings and recommendations in Washington, D.C. this week, before returning to resume his "NBC Matinee Theater" duties in Hollywood.

Lt. Col. McCleery served as a Signal Corps officer during World War II.

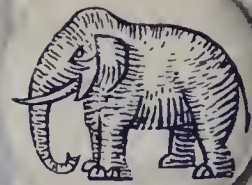
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NBC-New York, 8/21/56





NBC



NEWS

ROUGE-AND-READY "MAKE DOWN" MAN TELLS "TODAY'S" GARROWAY  
HOW HE APPLIES "HOW-AWFUL-I-FEEL" COSMETICS TO POLITICOS

NBC CONVENTION CENTRAL, SAN FRANCISCO, Aug. 21 -- NBC-TV's TODAY program presents another exclusive behind-the-scenes interview with one of the obscure, but nonetheless highly important personalities whose vital contribution to this political convention helps assure and preserve our way of life.

And here to bring this interview with "Today's" convention "kingpin" is D. Cunningham Garroway!

DAVE GARROWAY: "Today's" special guest is Mr. Harry Firple, Vice President of the Firple TV Cosmetic Company.

JACK LESCOULIE: (IN SMOCK, BERET WITH POWDER PUFF, POWDER, ASSORTED JARS; ONE LONG-HANDLED ATOMIZER) Mr. Firple, just what is your connection with the convention?

JACK: I apply the cosmetics to the main figures here at the convention so they'll look just right on television.

DAVE: You mean you apply the make-up.

JACK: No ..... I apply the make-down.

(more)



DAVE: Make down?

JACK: Yep! You see, these political people here know that a lot of their constituents -- that means voters, Dave -- are watching. So it's important that on television they look like they've been up all night debating weighty issues ..... You know, bowed down with the cares of state and all that ..... They gotta look beat or they're through.

DAVE: Is your work difficult.

JACK: Sometimes. Had a real problem yesterday. Man came in scheduled to make a speech that afternoon. He was right off the golf course deep tan, clear-eyed, picture of health ..... I tell you it was awful. So we went right to work with our TV make down.

DAVE: Just exactly what did you do?

JACK: Gave him our Number Three.

DAVE: Number Three?

JACK: We have three grades -- Number One, "Tired and Worn," Number Two, "Drawn and Haggard," and our special Number Three, "Nobody Knows the Trouble I've Seen."

DAVE: Just how do you do a Number Three?

JACK: It's a beaut. We cover the tan with a thin layer of old library paste. Then we add crows' feet ..... We use real crows in our work ..... next, fatigue lines. Then we make the eyes bloodshot with this atomizer of Chianti ..... old "Red Eye" y'know ..... then the crowning touch ..... bags under the eyes!

(more)





DAVE: You actually put bags under their eyes?

JACK: No problem ..... and they can get rid of 'em right after. We use disposable bags.

DAVE: How'd it come out?

JACK: Just great ..... wonderful ..... you never saw anybody look worse. Cinch for re-election.

DAVE: Do you work alone, Mr. Firple?

JACK: My brother, Charlie Firple helps me. He does all the make-up, I mean make down work for Congress. Hearings and all that. One of the biggest panhandlers in Washington.

DAVE: What are those other cosmetics you have there?

JACK: Regular items for our convention work ..... our Number 14 ..... consists of Shinola, soy sauce and saddle soap ..... for dark horses .... Then there's our Number 12 ..... our "blush of modesty" ..... for favorite sons ..... our Number 17 is a favorite. It's called our "surprised and overwhelmed at your confidence in me" ..... done by propping the eyes and mouth open. We do every face you'll see on your screen.

DAVE: What is your most difficult assignment out here?

JACK: The big headache is the one I'm working on now ..... the TV cosmetic to put on the losing candidate when he shakes hands and congratulates the winning candidate.

DAVE: A real challenge, eh, Mr. Firple?

(more)



JACK: And how! No matter how much we work on it, it always comes out a sickening grin. But look, I've gotta be dusting along.

DAVE: What's that long-handled brush?

JACK: We use that when making down the keynote speakers. Have to apply grease paint right down pass the tonsils.

DAVE: Thank you Mr. Firple, for your time.

JACK: A pleasure. Remember -- "set a winning pace with a Firple face."

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NBC-New York, 8/21/56





# TRADE NEWS

A SERVICE OF



August 22, 1956

## POLAROID AND MAYBELLINE TO JOIN BROWN & WILLIAMSON AND JERGENS AS CO-SPONSORS OF 'STEVE ALLEN SHOW'

The Polaroid Corporation and the Maybelline Company will join the Brown and Williamson Tobacco Company and the Andrew Jergens Company as co-sponsors of NBC-TV's THE STEVE ALLEN SHOW this Fall (Sundays, 8-9 p.m., EDT), it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

The new orders bring a sell-out status to half of the 14 programs scheduled between Sept. 16 and the end of the year, Mr. Frey pointed out.

He said the Polaroid Corp. will sponsor one-third of the Oct. 21, Nov. 4, Nov. 18, Dec. 2 and Dec. 9 programs, with Maybelline sponsoring a third of the Oct. 14 and Nov. 11 programs. Earlier, Brown and Williamson and the Andrew Jergens Co. each renewed their one-third sponsorships of the series through Sept. 29, 1957.

Immediately after its June 24 debut, critics from coast-to-coast praised the "Steve Allen Show" for its

(more)





fresh approach and above average production, and hailed the personality and versatile talents of host Steve Allen. During the past two months the informal variety show has presented guest stars from the stage, screen and musical world and has offered unusual remote pickups from New York and San Francisco.

Doyle, Dane and Bernbach, Inc., is the advertising agency for Polaroid; Gordon Best and Co., Inc., is the agency for Maybelline; Robert W. Orr and Associates, Inc., represents the Andrew Jergens Co., and Brown and Williamson is represented by Ted Bates and Co.

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NBC-New York, 8/22/56





# TRADE NEWS

A SERVICE OF



August 22, 1956

'THE BIG STORY' STARTS EIGHTH YEAR ON NBC TELEVISION SEPT. 7;  
PROGRAMS TO BE BASED ON NEWS STORIES OF NATIONAL SCOPE

BIG STORY, NBC-TV's salute to America's working newspapermen, begins its eighth year on Friday, Sept. 7 (9:30-10 p.m., EDT), with Ben Grauer returning as editor-host, and a new editorial policy of concentrating on stories which are national in scope.

In keeping with this policy, the first dramatization of the new Fall series will be "The Bridey Murphy Story," and its effect on Denver (Colo.) Post reporter Bill Barker.

Barker, the 379th reporter to be honored by "Big Story" on TV, first broke the news to the world about the Colorado housewife, who, under hypnosis, stated she was the reincarnation of an Irish villager of the 19th Century. His own skepticism led him on a two-continent search to find the truth.

As in all stories, "The Bridey Murphy Story" was produced on location. A production unit filmed the action in various Denver locales. Actor Robert Culp will portray Barker, Lori March, his wife.

Future "Big Story" dramatizations, now in the planning stage, will include work done by a San Diego (Calif.) reporter who

(more)





proved that Mexican laborers were entering the U.S. illegally, and also the efforts of a Phoenix City (Ala.) man to help uproot a crime syndicate that had infested his community.

In the past, the program has emphasized mainly the achievements of news reporters and photographers in helping police to solve crimes. In many cases the press people risked their lives and reputations to get their stories.

Since "Big Story" began on NBC-TV in September, 1949, reporters from 236 newspapers in 170 different American cities have been honored. Each was awarded \$500 and a bronze plaque by the program. Among the news people honored have been Walter Winchell, Dorothy Kilgallen and Victor Riesel.

Since Ben Grauer became editor-host last season, the reporter represented on the show has actually appeared at the end of each program in a combined live-filmed interview to accept his award and report any further facts about his "big story."

Grauer, veteran NBC Radio and TV reporter, announcer and program personality for 26 years, has covered his own share of important news stories, including the Lindbergh kidnapping; the subsequent trial of Bruno Richard Hauptmann; the burning of the liner Morro Castle and the assassination of Count Folke Bernadotte.

"Big Story" is produced by Pyramid Productions, Inc.

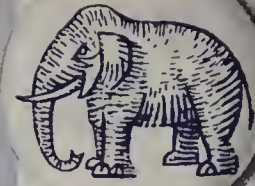
Robert Lewis Shayon is the producer and Everett Rosenthal, executive producer. Leonard Valenta directs. Sullivan, Stauffer, Colwell & Bayles, Inc., is the agency for the sponsor, Pall Mall cigarettes. It will be seen on NBC-TV, 9:30-10 p.m., EDT, three Fridays out of four.

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NBC-New York, 8/22/56



NBC



NEWS

A SEASONABLE FACSIMILE

NBC CONVENTION CENTRAL, SAN FRANCISCO, Aug. 22 -- Harry S. Truman strolled across the Republican National Headquarters in San Francisco for his early morning walk today -- or at least millions of TV viewers so thought! But it was only a seasonable (political season, that is!) facsimile.

Staged by NBC-TV's TODAY, a man complete with fedora and cane came down in the elevator at the Fairmont Hotels' GOP headquarters; strolled across the lobby and then went out into the street for his morning stroll, and the network's cameras were aimed right at him.

Not a word was said, but groups of Republicans in the lobby and outside in the street as well as TV viewers probably wondered "What is Harry pulling now?"

Actually the man was Irving Fischer, the Broadway actor who impersonated Mr. Truman in "Call Me Madam" and who is a dead ringer for the former president.

And "Today" plans to repeat the stunt on tomorrow's telecast.

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NBC-New York, 8/22/56







color television presents

# PRODUCERS' SHOWCASE



August 22, 1956

CELESTE HOLM AND CYRIL RITCHARD TO STAR IN "PRODUCERS' SHOWCASE"  
COLORCAST OF "JACK AND THE BEANSTALK," AN ORIGINAL MUSICAL

Celeste Holm and Cyril Ritchard have been signed to star in the original musical extravaganza, "Jack and the Beanstalk," to be colorcast on NBC-TV's PRODUCERS' SHOWCASE Monday, Nov. 12, 8-9:30 p.m., EST.

Miss Holm will portray the whimsical role of Mad Meggie, while Ritchard will enact the character of the Peddler.

Miss Holm -- who rose to overnight stardom on Broadway with "Oklahoma!" -- is currently starred on the nation's screens in "The Tender Trap" and "High Society." Ritchard, one of the entertainment world's most subtle comedians, has been applauded in such previous "Producers' Showcase" Spectaculars as "Rosalinda," "Caesar and Cleopatra," "The King and Mrs. Candle" and two separate productions of "Peter Pan," in which he co-starred with Mary Martin.

The book and lyrics for "Jack and the Beanstalk" have been written by Helen Deutsch, well known author of such film hits as "Lili" and "The Glass Slipper." More than ten musical numbers have been composed for the musical by Jerry Livingston, who wrote the score for Walt Disney's "Cinderella," as well as many popular songs.

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# NBC RADIO NETWORK NEWS

August 22, 1956

TOP BANDSMEN AND VOCALISTS FEATURED ON 'OPERATION: ENTERTAINMENT,'  
CIVIL DEFENSE AND TREASURY SERIES EMCEED BY DENNIS JAMES ON NBC

OPERATION: ENTERTAINMENT, an all-star musical series emceed by Dennis James, will be heard on the NBC Radio Network (except WRCA) starting Monday, Aug. 27 (10:30-11 p.m., EDT).

Duke Ellington, Benny Goodman and other top-name orchestras will be featured as well as studio orchestras led by such well-known leaders as Harry Sosnik, Ray Bloch and Paul Weston. Each program will also headline a popular vocalist, with Perry Como, Lena Horne, Frank Sinatra, Peggy Lee, Harry Belafonte and Julius LaRosa among those scheduled to appear.

The series will be presented in cooperation with the Federal Civilian Defense Administration and the U.S. Savings Bonds Division of the Treasury Department.





## COLOR TELEVISION NEWS

A SERVICE OF



August 22, 1956

'THE MAGIC BOX,' J. ARTHUR RANK FILM WITH ALL STAR CAST,  
WILL HAVE TELEVISION PREMIERE ON NBC COLORCAST SEPT. 9

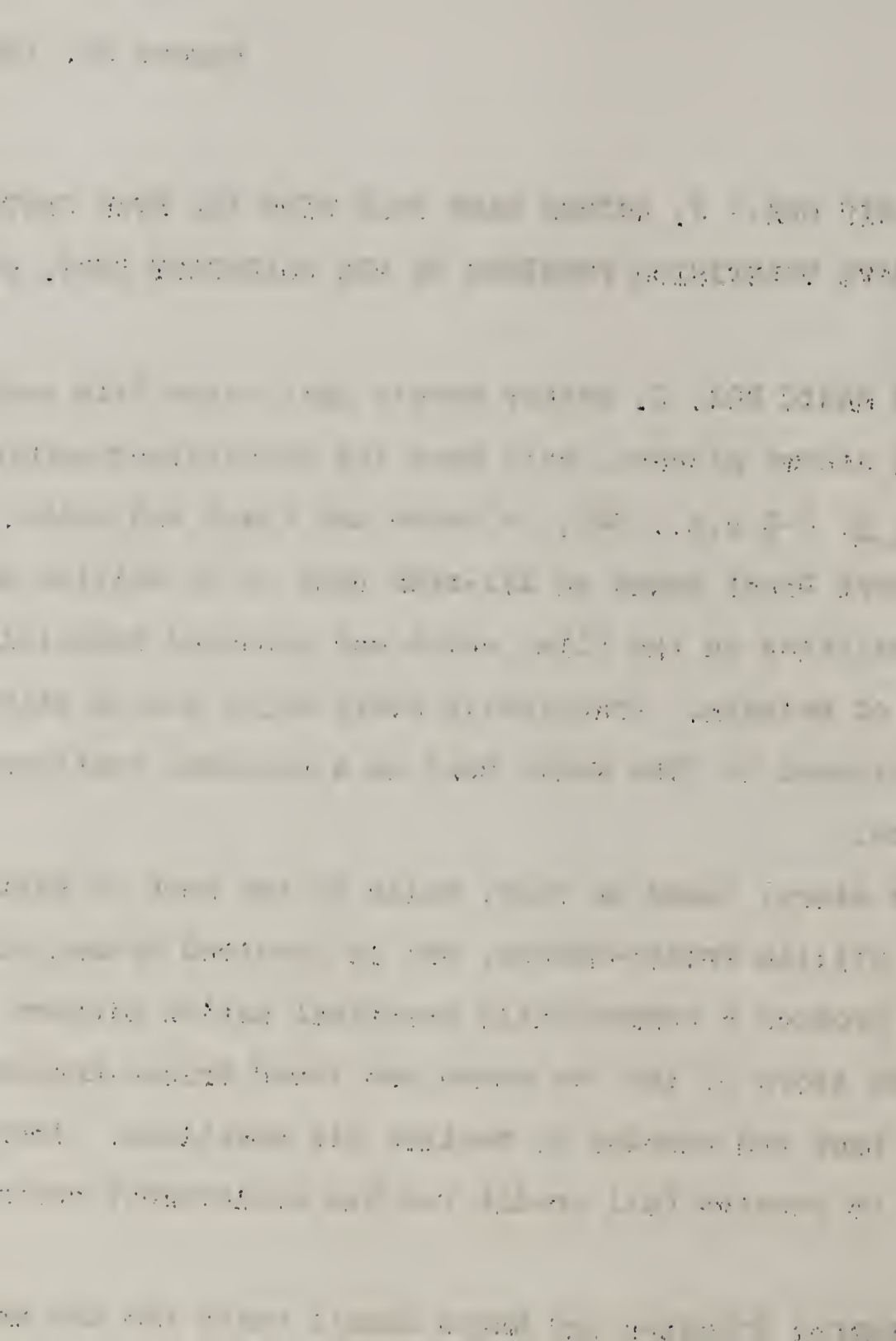
THE MAGIC BOX, J. Arthur Rank's epic color film dramatizing the work of a cinema pioneer, will have its television premiere on NBC Sunday, Sept. 9, 8-9 p.m., EDT, in color and black and white.

Robert Donat heads an all-star cast of 60 British stage and screen personalities in the film, which was produced especially for the Festival of Britain. Practically every major acting talent in England contributed to "The Magic Box" as a personal testimonial to its importance.

The story, based on fact, tells of the work of British photographer William Friese-Greene, who is credited by many with being the first to produce a commercially practical motion picture camera. It is also the story of the two women who loved Friese-Greene and who gave him the hope and courage to realize his ambitions. Ironically, he was never to receive full credit for his achievement during his lifetime.

Margaret Johnston and Maria Schell enact the two major feminine roles in "The Magic Box." In the roster of noted supporting players are Sir Laurence Olivier, Michael Redgrave, Emlyn Williams,

(more)





2 - 'The Magic Box'

Glynis Johns, Barry Jones, Marius Goring, Joyce Grenfell, Margaret Rutherford, Stanley Holloway, Cecil Parker, Eric Portman, Mary Ellis, Dame Sybil Thorndike, A.E. Matthews, Dennis Price, Peter Ustinov, Bessie Love, Basil Sydney, Jack Hulbert, Mervyn Johns, Leo Genn, Marjorie Fielding, Kay Walsh and Richard Attenborough.

John Boulting directed the production; Ronald Neame produced and Eric Ambler wrote the screenplay.

"The Magic Box" will be sponsored by the Knomark Manufacturing Co., for Esquire Shoe Polish.

THE STEVE ALLEN SHOW returns to the 8-9 p.m., EDT, time-slot on Sunday, Sept. 16.

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NBC-New York, 8/22/56





# TRADE NEWS

A SERVICE OF



August 23, 1956

'COKE TIME STARRING EDDIE FISHER' RETURNS  
TO NBC-TV AUG. 29 FOR FOURTH SEASON

COKE TIME STARRING EDDIE FISHER, returns to NBC-TV for the fourth season Wednesday, Aug. 29, on a Wednesday and Friday schedule (7:30-7:45 p.m., EDT).

The popular young singer faces the NBC-TV cameras just ten days after completing his first movie, "Bundle of Joy," co-starring his wife, Debbie Reynolds.

Fisher will head a miniature revue, highlighted by occasional guest stars and the popular tunes of the day. Axel Stordahl will again provide the special musical arrangements for Eddie, as he has done since the show began April 29, 1953. Since that time, Eddie gave more than 300 performances on NBC.

Theme of the first show will be a "Hollywood Street Scene," with Eddie singing "On The Street Where You Live," "It's a Wonderful Day," "If I'm Elected," and a medley of "I Want You," "Allegheny Moon" and "Sweet Old Fashioned Girl."

(more)



2 - 'Coke Time Starring Eddie Fisher'

The second show, Friday, Aug. 31, will offer a preview of Eddie's appearance in the Hollywood Bowl Saturday, Sept. 1, where the vocal star will sing a one-man concert before an estimated audience of 20,000.

"Coke Time" will originate in Hollywood at least until December, while Eddie and Debbie await the arrival of their first child. He will probably swing back East for the opening of "Bundle of Joy," scheduled for release during the Christmas holiday season.

"Coke Time" is sponsored by the Coca-Cola Company, through the McCann-Erickson, Inc., agency. Producer is Tad Danielewski.

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NBC-New York, 8/23/56





NBC-TV NEWS

CREDITS FOR 'COKE TIME STARRING EDDIE FISHER' ON NBC-TV

TIME: Wednesdays and Fridays,  
7:30 p.m., EDT.

STAR: Eddie Fisher

HOST: Fred Robbins

FORMAT: Miniature revue, highlighted  
by occasional guests and  
popular tunes of the day.

CONDUCTOR: Axel Stordahl

PRODUCER: Tad Danielewski

DIRECTOR: Paul Harrison

SETS: Glen Holse

CONTINUITY: Bernie Gould

SPONSOR: The Coca-Cola Company

AGENCY: McCann-Erickson, Inc.

ORIGINAL STARTING DATE: April 29, 1953

SEASON'S PREMIERE: Aug. 29, 1956

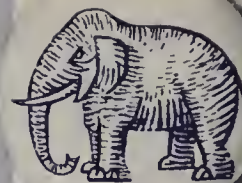
ORIGINATION: Hollywood (until December, at  
least).

NBC PRESS CONTACTS: Ted Switzer, Hollywood  
Gene Lushbaugh, New York

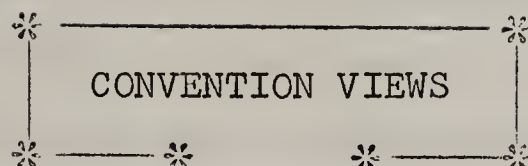
NBC-New York, 8/23/56



NBC



NEWS



OH, HOW THE REPUBLICANS HATED TO GET UP IN THE MORNING!  
THE HARDEST BLOW OF ALL WAS TO GET "TODAY'S" 4 A.M. CALL

NBC CONVENTION CENTRAL, SAN FRANCISCO, Aug. 23 -- Most Republicans don't like to get up early -- at least, not during their party convention.

This is what NBC-TV's early-morning TODAY program producers have learned since coming here from the Democratic Convention in Chicago.

"Four out of five of the GOP party VIPs invited to appear on 'Today' this week have turned us down," says John Lynch, the show's managing editor.

"The Democrats had an easier time of it," Lynch advises, "romping in, by comparison, to appear on the program." The program official points out that in Chicago's Midwest Time Zone the show went on the air two hours later (6 a.m., CDT) than it does from San Francisco (4 a.m., PDT), explaining in part the Democrats' willingness to appear.

(more)





"The Democrats," Lynch figures, "had another reason for being more interested in appearing on television -- the tremendous competition among them for nomination to the Presidency and Vice Presidency."

Originally the "Today" producers, who telecast the program for four hours (from 4 to 8 a.m., daily) Monday-Thursday in order to provide "live" coverage for all time zones of the nation, thought their program would have a larger on-the-spot audience between 6 and 8 a.m., PDT, but interest began building in the lobby of the Fairmont Hotel's GOP headquarters at midnight when the cameramen and technicians started setting up their equipment. By show time at 4 a.m., a large audience of late-returnees built up in the lobby, the show's central telecasting point.

Dave Garroway, Lee Meriwether (former Miss San Francisco, Miss California and Miss America), newsman Frank Blair, Jack Les-coulie and candidate from the Cameroons J. Fred Muggs were on hand in the North end of the lobby at a program conference from midnight on.

\* \* \*

### "THE JOE SMITH STORY"

NBC CONVENTION CENTRAL, SAN FRANCISCO, AUG. 23 -- NBC News reached Mrs. Terry Carpenter -- wife of the former Democratic congressman who turned Republican and attempted to nominate a "Joe Smith" for the Vice Presidency -- in her home at Terrytown, Neb.

Commentator Ben Grauer talked with her yesterday and here is Mrs. Carpenter's version of her husband's action in offering Joe Smith in nomination: Joe Smith is not a person but a symbol of her husband's feeling that the convention is being bossed.

(more)



She says she and her husband have known for a long time that the present Republican convention would be what she calls a "closed corporation." She said this view rose from the fact that both of them knew Joe Martin, the convention's permanent chairman. Mrs. Carpenter kept reverting to Chairman Martin, charging that he was the author of what she called a completely closed national convention.

"This nomination of a Joe Smith who simply doesn't exist --" said Mrs. Carpenter, -- "was our way of showing up the tactics of Joe Martin. I knew the convention would be closed and that's the reason I didn't even accompany my husband to it." "Are you proud of him?" asked Grauer.

"I'm proud of everything he does," replied Mrs. Carpenter. Meanwhile, back on the convention floor, Terry Carpenter stuck to his guns. "There is a Joe Smith," he told Herb Kaplow of NBC News.

\* \* \*

#### MUGGS GETS FAN MAIL AT CONVENTION

NBC's irrepressible J. Fred Muggs asked for a typewriter from the NBC business office in San Francisco. He explained, with the help of his owner-trainer: "I gotta answer my fan mail."

Actually, Muggs has received hundreds of letters as a result of a political takeoff he did on NBC TODAY from the San Francisco GOP convention site.

\* \* \*

#### NBC'S FILM FOOTAGE

The NBC newsreel men shot between 12,000 and 15,000 feet of film a day during the Republican Convention in San Francisco

(more)





for use on NBC-TV's "News Caravan," "Today," and "Home." Film crews covered areas throughout the Convention arena and the city and, although approximately only 1,000 feet of film could be used each day, the extensive coverage assured NBC audiences of only the "tops" in news. All film was processed in the "jiffy room" at San Francisco's Cow Palace at the rate of 20 feet a minute.

\* \* \*

#### IN PURSUIT OF NEWS

During a convention interview, Gov. Goodwin Knight of California said he wanted no part of any nomination.

NBC News' Merrill (Red) Mueller promptly asked: "Does that mean you're withdrawing right now?" Gov. Knight later turned to Mueller and said, "I was warned you were as tough a prosecutor as Thomas Dewey."

\* \* \*

#### PRAISE FROM HVK

In reference to President Eisenhower's "live" television press conference Wednesday, NBC's H.V. Kaltenborn said, "I've been in personal contact with every President since Teddy Roosevelt and have covered Presidential Press Conferences since Warren Harding, and I am more impressed with Eisenhower's handling of that difficult chore than I was with the jobs done by any of his predecessors."

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NBC-New York, 8/23/56





"THE HOUSE THAT 'HOME' BUILT" TO BE SHOWN IN 30 CITIES SEPT. 22--  
THREE MODELS DEVELOPED IN COOPERATION WITH NATIONAL SUPPLIERS

On Saturday, Sept. 22, in 30 cities across the nation, 54 model houses in the 1956 "House that HOME Built" series will be opened to the public by their builders.

The three models, all variations on a basic design, were designed by Eldredge Snyder, nationally-known architect. Plans for the houses were offered to builders early this year at a nominal fee by NBC-TV's HOME (Monday through Friday, 11 a.m. to 12 noon, EDT), as a service to the home-buying public and the home-building industry. Advice in the preparation of the plans was given "Home" and architect Snyder by the Research Institute of the National Association of Home Builders.

When "The House That HOME Built" idea was launched in 1955, it was an unprecedented service to be offered by a television program. So successful was the 1955 series, however, that "Home's" executive producer, Richard Linkrout, announced in March, 1956 that a second series of plans would be offered. The 1956 houses are titled "The Aristocrat," "The Spacesetter" and "The Celebrity." The designs tend toward established styling and fine detailing rather than radical or extreme lines. All three models are contemporary in plan, adaptable to different localities and incorporate the latest features for the convenience and comfort of family life.

"The Aristocrat" is a six-room house with three bedrooms, two baths, an adjoining laundry room, glass-walled living room, fireplace, family room (or dining room) and a completely equipped kitchen. It covers 1,695 square feet of living area.

(more)



"The Spacesetter," a variation of the popular split-level plan so ideal for large families, is a nine-room house. This model, particularly suited to rugged, sloping terrain, as well as to level terrain, covers 2,085 feet of living area. It has five bedrooms, glass-walled living room, fireplace, dining room, recreation room, three baths, laundry and kitchen (with separate dining area).

"The Celebrity," most popular of the three designs with this year's builders, is a six-room ranch house whose compact design allows it to fit easily on a lot as small as 60 feet. Its 1,385 square feet of living area provides for three bedrooms, living room, fireplace, family room, kitchen, two baths and adjoining laundry.

Some of the special features to be seen in "The House That HOME Built" include indoor barbecues adjacent to the fireplaces, custom-built closets with special storage space for all clothing, detached garages or carports and the use of the latest developments in plywood and plastic in walls, floors, ceiling and accessories, both inside and outside the house.

Eight national suppliers of home building equipment who have cooperated in the equipping of "The House That HOME Built," are: Sloane-Delaware, Douglas Fir Plywood, Firestone Industrial Products, Firestone Plastic Division, Gibson Refrigerator, Glidden Paint, American Viscose, American Standard and Radiator and Caloric Appliance Corporation.

A 1957 "House That HOME Built" project is now in the planning stages. Various architects are being approached by producer Linkroum and his staff concerning the new designs. Somewhat more radical construction techniques may be utilized in the 1957 house

(more)





plans to take advantage of the most recent developments in the building field.

The cities in which the "House That HOME Built" models will open on Sept. 22 will include:

Rancho Cordova, Calif.	Newark, N.J.
Washington, D.C.	Liverpool, N.Y.
Jacksonville, Fla.	Rochester, N.Y.
St. Petersburg, Fla.	Columbus, Ohio
West Palm Beach, Fla.	Youngstown, Ohio
Chicago, Ill.	Oklahoma City, Okla.
Indianapolis, Ind.	Tulsa, Okla.
Muncie, Ind.	Emmaus, Pa.
New Orleans, La.	Glenside, Pa.
Flint, Mich.	Houston, Tex.
Grand Rapids, Mich.	New Braunfels, Tex.
Royal Oak, Mich.	Murray, Utah
St. Paul Minn.	Spokane, Wash.
Kansas City, Mo.	Moundsville, W. Va.
Springfield, Mo.	Milwaukee, Wis.

Houses in a number of other cities are under construction but will not be far enough advanced for showings on Sept. 22.

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NBC-New York, 8/23/56





**SPOT SALES**

# *News*

August 23, 1956

## BYRON GOODELL JOINS NBC SPOT SALES AS TV SALESMAN

Byron Goodell has joined NBC Spot Sales as a television salesman, it was announced today by Jack Ryan, Eastern Division Manager of Television Spot Sales.

Goodell formerly was associated with the Meeker Company, station representatives, as a salesman. During 1948-52 he held various sales and administrative positions in the Columbia Broadcasting System.

After serving in the Navy during World War II, Goodell was graduated from Denison University with a B. A. degree in 1947. He lives with his wife and two children in New Providence, N. J.

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# COLOR TELEVISION NEWS

A SERVICE OF



GORDON MacRAE TO BE HOST OF 'LUX VIDEO THEATRE' COLORCASTS;  
WILL DIRECT AND STAR IN FIVE MUSICALS

Gordon MacRae, screen and TV headliner, will be host of NBC-TV's LUX VIDEO THEATRE (Thursdays, 10-11 p.m., EDT) and will direct and star in five major musicals to be presented during the 1956-57 season. The entire series will be telecast in color and in black and white.

MacRae has been star of his own musical program Monday evenings on NBC-TV. Two of his movies, "Oklahoma" and "Carousel," are playing throughout the country. He has been spotlighted on many leading programs and NBC Spectaculars.

"Lux Video Theatre," marking its second anniversary this month, is rated among the top 10 TV programs. Last Summer it held a similar high position.

The program begins its regular Fall series Thursday, Sept. 13, featuring Hollywood stars in adaptations of outstanding film successes. The musicals in which MacRae will star will be adaptations of specially selected films.

"Lux Video Theatre" is sponsored by Lever Brothers for Lux Products, Pepsodent and Good Luck Margarine. The agency is J. Walter Thompson Co.

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NBC-New York, 8/23/56





SPORTS NOTABLES, AND FRED WARING AND HIS PENNSYLVANIANS,  
TO SALUTE COLLEGE GRID SEASON ON 'KICKOFF-1956'

Fred Waring and his Pennsylvanians will lead the salute to the college football season on a special NBC telecast, KICKOFF-1956, Sunday, Sept. 16 from 7:30 to 8 p.m., EDT. The program will be sponsored by General Tire & Rubber Co., Inc., through D'Arcy Advertising Company.

With the first big Saturday of the grid campaign only six days later, "Kickoff-1956" will focus attention on the outstanding college football schedule which NBC will televise this Fall. Among the sports figures taking part are two of the greatest names in football history -- Red Grange and Amos Alonzo Stagg -- and sportscaster Lindsey Nelson.

The Waring troupe -- orchestra, glee club, vocal groups and soloists -- will present the college songs and marches of some of the teams on NBC-TV's grid schedule. Nelson will preview this year's big games, top teams and All-American candidates. Grange, "the Galloping Ghost of Illinois," and Stagg, "the Grand Old Man of Football" who is still an active coach at the age of 94 -- will be seen in a special remote pickup from Stagg's home town, Stockton, Calif. Nelson and Grange are the commentators for NBC-TV's national "Game of the Week" telecasts this Fall.

"Kickoff-1956" will originate at NBC's Century Theatre in New York. The show will be produced by Ed Pierce and directed by Craig Allen under supervision of Tom S. Gallery, NBC sports director.

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NBC-New York, 8/23/56



CREDITS FOR 'THE JANE WYMAN SHOW' RETURNING TO NBC-TV  
FOR 1956-57 SEASON TUESDAY, AUG. 28.

TIME: 9-9:30 p.m., EDT.

STAR AND HOSTESS: Jane Wyman

FORMAT: Miss Wyman, as hostess, will introduce an original dramatic film each week. Various Hollywood and Broadway stars will appear in the films, and Miss Wyman herself will star in many of them.

PRODUCER: William Rousseau

DIRECTOR: Various

DIRECTOR OF PHOTOGRAPHY: John MacBurnie

EDITORIAL SUPERVISOR: Richard G. Wray, A.C.E.

FILM EDITOR: Daniel A. Nathan, A.C.E.

MUSIC SUPERVISOR: Stanley Wilson

SPONSOR: Procter & Gamble, for Ivory Soap,  
Duz, Crisco and Crest

AGENCY: Compton Advertising Inc.

'The Jane Wyman Show' is a Lewman Ltd. production filmed at Revue,  
in Hollywood, Calif.

NBC Press Representatives: Bob Bowen, Hollywood: Gene Lushbaugh,  
New York.







A SERVICE OF



MATTHEW J. CULLIGAN APPOINTED VICE PRESIDENT  
IN CHARGE OF THE NBC RADIO NETWORK

FOR RELEASE MONDAY A.M., AUGUST 27

NEW YORK, Aug. 27 -- The appointment of Matthew J. Culligan as Vice President in charge of the Radio Network of the National Broadcasting Company was announced today by Robert W. Sarnoff, NBC President. The appointment is effective immediately. Mr. Culligan leaves his present position as Vice President and National Sales Director for NBC-TV to accept the promotion.

In his four years with NBC, Mr. Culligan achieved an outstanding industry record for creating new and imaginative techniques in television network sales. His first major assignment at NBC was to head up the sales organization for "Today," "Home" and "Tonight" and in this post he rolled up record billings grosses annually for this trio of trail-blazing programs. He pioneered in the creation of the NBC Tele-Sales unit which provides closed circuit broadcasts for promotional and merchandising purposes for NBC's advertisers. As national sales manager for NBC-TV he was in charge of the entire national sales staff.

(more)



Mr. Culligan, known as "Joe" in broadcasting and advertising circles, is, at 38 years of age, one of the younger top executives in the industry.

In a closed circuit report to the NBC Radio affiliates on Friday, Mr. Sarnoff said:

"When we met with your Radio Affiliates Committee a few months ago, I reaffirmed NBC's determination to maintain the radio network as an important national communications medium and to do everything we could to reestablish its rightful place in the industry. The radio network is not only a service to the public and the advertisers. It's also a service to the affiliates, and we want to make it as good a service for you as we can -- in sales, in audience and in prestige.

"In order to do this, we wanted a man who would have extraordinary qualifications to head up the radio network organization -- and I felt that two qualifications were especially important: First, a thorough knowledge of sales and advertising values, because the immediate problem in network radio is sales. Second, a man who would have the confidence and respect of the affiliates, of the people throughout the NBC organization, and of our customers.

"I have found the man who meets these qualifications admirably -- and is also an imaginative, aggressive executive who gets things done. His name is Joe Culligan."

Mr. Culligan joined NBC in August, 1952, and was assigned to the sales staff for "Today." As a result of his outstanding success, he later became sales supervisor for both "Today" and "Home"

(more)



3 - Matthew J. Culligan

when the latter program began. For "Today" and "Home," Mr. Culligan set up a sales staff of young men chosen from various NBC departments and soon developed them into a team of seasoned, hard-hitting sales experts. When "Tonight" was added to the NBC schedule, Mr. Culligan took over as sales chief and then was named sales manager of NBC's Participating Programs Department, in complete charge of sales for "Today," "Home" and "Tonight." He was promoted to the newly created position of National Sales Manager for the NBC Television Network on Nov. 15, 1954. He was elected a Vice President on Dec. 5, 1955.

Before coming to NBC, Mr. Culligan was Vice President of John Sutherland Productions, producers of TV films; advertising director for Radio-TV News, Modern Bride, Flying and Photography magazines. He was with Good Housekeeping Magazine from 1945 to 1950, latterly as manager of the magazine's home building department. During World War II, Mr. Culligan served as a company commander with the First Infantry Division in Europe. He was born in New York City and attended Columbia University. After graduation he went to work for the American Radiator Company as a lecturer-demonstrator at the New York World's Fair. He and Mrs. Culligan live in Rye, New York. They have four children.

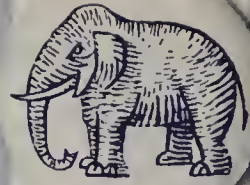
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NBC-New York, 8/24/56





NBC



NEWS

'TODAY' WRAPS UP BIG CONVENTION ASSIGNMENT

SAN FRANCISCO, Aug. 24--This morning some 30 convention-weary members of NBC-TV's TODAY program discarded no-doze pills, secured TV cameras and headed East, leaving behind them a litter of limp banners, bent campaign buttons and a record 20 hours of telecasting.

There were the politically significant guests - Secretary of Commerce Sinclair Weeks, New Hampshire Senator Styles Bridges, Attorney General Herbert Brownell, Illinois Senator Everett Dirksen, Ambassador Henry Cabot Lodge, Republican National Chairman Leonard Hall, Under Secretary of Labor Arthur Larson, and others.

Photographers, reporters and other ringside viewers of "Today's" telecast (direct from Republican convention headquarters in the lobby of the Hotel Fairmont here), were amazed when they saw (-- or thought they saw --) Harry Truman waltz in front of the program's camera. Actually, it was the former President's "look-alike," Broadway actor Irving Fisher who was flown here by NBC.

(more)



Another unusual "Today" guest was the delegate from Nebraska who made national headlines by nominating "Joe Smith" for vice-president during convention balloting. The Nebraskan, one Terry Carpenter, told "Today" viewers he wanted to show the public that the Republican Convention was an "open convention."

There were also musical elements -- banjoist Perry Botkin (who entertained President Eisenhower), Billy Butterfield, Nat "King" Cole and even the San Francisco ballet, among other special highlights.

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NBC-New York, 8/24/56







# COLOR TELEVISION NEWS

A SERVICE OF



## NBC COLOR TELECAST SCHEDULE SEPT. 2 - 8

### Sunday, Sept. 2

5:00-5:30 p.m., EDT -- ZOO PARADE -- Today's film entitled "Zoo Parade Safari - South Africa."

9:00-10:00 p.m., EDT -- ALCOA HOUR -- "The Girl in Chapter One," by Elihu Winer; starring James Daly, Joanne Woodward and Madge Evans.

### Monday, Sept. 3

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Stolen Pearls."

### Tuesday, Sept. 4

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Mme. De Treymes."

### Wednesday, Sept. 5

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "A Hundred Red Convertibles."

9:00-10:00 p.m., EDT -- KRAFT TELEVISION THEATRE -- "Mock Trial," by Samuel and Edith Grafton; starring Ed Begley.

### Thursday, Sept. 6

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Ivy Curtain."

(more)



2 - NBC Color Telecast Schedule

Thursday, Sept. 6 (Cont'd)

10:00-11:00 p.m., EDT -- LUX VIDEO THEATRE -- "Road of  
Fear," by Thomas Patrick Cullinan.

Friday, Sept. 7

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Gramercy  
Ghost," starring Sarah Churchill.

\* \* \*

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	9:20 - 9:40 a.m. -- JOSIE'S KITCHEN
	11:25 -11:30 a.m. -- WRCA-TV WINDOW
through	1:50 - 2:00 p.m. -- JINX'S DIARY
	11:10 -11:15 p.m. -- TEX ANTOINE
Friday	

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NBC-New York, 8/24/56



'COWBOY THEATER,' WITH MONTY HALL AS HOST,  
TO BE SATURDAY DAYTIME FEATURE ON NBC-TV

Monty Hall, popular Canadian television personality, will be the host when COWBOY THEATER starts on NBC-TV Saturday, Sept. 15 (12 noon to 1 p.m., EDT).

Each week Hall will introduce Western films featuring cowboy star Charles Starrett in different roles. The films, being presented on television for the first time, were obtained from the Columbia Pictures library and have been edited for Western fans of all ages. Character actors Russell Hayden and Cliff Edwards appear in many of the adventures with Starrett. The first two episodes on "Cowboy Theater" will be "Gallant Defender" on Saturday, Sept. 15, and "West of Tombstone" on Saturday, Sept. 22.

Hall was the emcee of numerous radio and television shows in his native Canada before coming to New York last year. He was formerly a communicator on NBC Radio's "Monitor" and emcee of "Sky's the Limit" on NBC station, WRCA-TV, New York. Bob Rippen, former producer of NBC-TV's "Howdy Doody," will produce and direct "Cowboy Theater."

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NBC-New York, 8/24/56





\*-----\*

LEO DUROCHER TEAMS WITH LEE GIROUX FOR COMMENTARY  
OF NBC'S PACIFIC COAST REGIONAL FOOTBALL TELECASTS

\*-----\*

Attention, Sports Editors

Leo Durocher teams with Lee Giroux as the commentators for the Pacific Coast Conference regional football telecasts to be presented by NBC-TV this Fall, it was announced yesterday by NBC Sports Director Tom S. Gallery.

Giroux will report the play-by-play and Durocher will supply the color and conduct halftime interviews. Their five regional telecasts will be seen only in the Pacific Coast area, starting Saturday, Sept. 29 with the UCLA-Michigan game. The other four contests all involve conference teams and are scheduled for these Saturdays: Oct. 13, Oct. 20, Nov. 3 and Nov. 17.

In addition, the Durocher-Giroux Team will report the action in the Oregon-Oregon State clash to be carried in the Western half of the country on Thanksgiving Day.

Durocher, former manager of the New York Giants and a colorful sports figure for the past 30 years, has been an NBC executive since September, 1955. Giroux has been broadcasting football games on the Pacific Coast for many years and covered the East-West Shrine Game at San Francisco in 1950 and 1952-54.

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NBC-New York, 8/24/56



NBC TRADE NEWS

HUNDREDS OF VOLUNTEERS FROM OLNEY (MD.) AND ENVIRONS WILL AID NBC  
IN 'SURVIVAL STREET' SPECIAL EVENT TELECAST FROM CIVIL DEFENSE  
CENTER TO SHOW PRESCRIBED ACTION IN A-BOMB OR H-BOMB ATTACK

In a dramatic effort to show Americans what they can expect in the event of enemy A-bomb or H-bomb attack -- and what they must train themselves to do if they are to survive, NBC will telecast SURVIVAL STREET "live" from the Civil Defense Training Center at Olney, Md., Sunday, Sept. 9 (5:30-6 p.m., EDT).

The special event will mark the start of the country's first National Civil Defense Week (Sept. 9-15), as designated officially by President Eisenhower.

Dispatching a six-camera crew to the Maryland community, the network will enlist the aid of hundreds of volunteers drawn from Olney and environs. NBC special events reporter Ben Grauer will be the wide-ranging narrator on the program, which will be produced in cooperation with the Federal Civil Defense Administration. Val Peterson, Administrator of Civil Defense, will speak briefly in the program's only segment-on-film.

Full-scale demonstration of bombing, fire and flood will follow the family-style prelude showing folks at home on a "quiet" Sunday afternoon not unlike the well-remembered Dec. 7, 1941. Into action then will go rescue squads, fire-fighters, radiation monitors,

(more)





maintenance workers, communication centers, and mobile hospitals.

The special event will have Barry Wood as executive producer; Ed Pierce, producer; George Lefferts, writer, and Vladimir Selinsky, composer of the musical score.

It will serve to illustrate graphically President Eisenhower's statement, made in his last year's budget message, that "civil defense is an integral part of the overall program for defense of the continental United States against enemy attack."

Speaking in anticipation of nationwide observance of Civil Defense Week, Mr. Peterson says: "As long as there are weapons of mass destruction and the means of delivering them -- in other words, as long as we need a military defense -- we will need a civil defense.

"The foundation of civil defense is the individual and the family. If lives are to be saved and if the country is to survive an atomic attack, the will and the means have their roots in the American home...To survive, to be alive after an H-bomb attack, will require that each individual man, woman and child employ to the full every mental and physical resource at his disposal -- and these must be trained and equipped resources."

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NBC-New York, 8/24/56





**SPOT SALES**

# *News*

WINNERS OF NBC SPOT SALES JULY 'SUMMER SALES SAFARI'

CONTEST WIN CASH PRIZES FOR SALES RECORDS

Cash prizes and African-style trophies have been won by 14 members of the NBC Spot Sales staff in the July "Summer Sales Safari" contest, John H. Reber, Director of NBC Spot Sales, announced today.

The July contest is the second of three competitions during the Summer to spur the efforts of the NBC Spot Sales organization. Each grand prize winner -- Harry Mulford, television salesman, Eastern Division, and Frank de Rosa, radio salesman, Central Division -- received a check for \$650 and a framed cartoon illustrating the big game he captured on the safari.

Cash prizes ranging from \$100 to \$250 were awarded to the other winners. Television Spot Sales winners were: Eastern Division-- first prize, Harry Mulford; second, Barnes Compton; third, James Turck; Central Division -- first, Russ Stebbins; second, Jory Nodland; Western Division and Detroit -- first, Bob Anderson; second, Jack Treacy.

Radio Spot Sales winners were: Eastern Division -- first, Paul Maguire; second, Bob Howard; third, Martin Pollins; Central Division -- first, Frank de Rosa; second, George Dubinetz; Western Division and Detroit -- first, Edward Macaulay; second, Bill Buschgen.

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NBC-New York, 8/24/56







# TRADE NEWS

A SERVICE OF



August 27, 1956

"YOUR HIT PARADE," WITH SPOTLIGHTED SINGERS OFFERING  
NATION'S TOP TUNES, TO START SEVENTH TV SEASON

One of America's most popular song-and-dance programs,  
NBC-TV's YOUR HIT PARADE, returns for its seventh television season  
Saturday, Sept. 8 (10:30-11 p.m., EDT).

Dorothy Collins, Snooky Lanson, Gisele MacKenzie and  
Russell Arms again will be spotlighted, singing the nation's top  
tunes backed by Raymond Scott and the Hit Parade Orchestra.

"Your Hit Parade" presents each week the seven most  
popular tunes in the nation, in lavish productions with original  
settings by Paul Barnes and costumes by Sal Anthony. In addition to  
these seven numbers, there are also two "extras" selected from the  
popular tunes of yesteryear. Andre Baruch will be the announcer.

"Your Hit Parade," produced by Dan Lounsbery and directed  
by Bill Hoban, has won many awards during its TV history. Telecast  
"live" from NBC studios in Radio City, New York, the show will be  
sponsored alternately by the American Tobacco Company for Lucky  
Strike cigarettes, and Warner-Hudnut Inc., for Quick Home Permanent.  
The Agency for American Tobacco is Batten, Barton, Durstine and  
Osborn, Inc. and the agency for Warner-Hudnut is Kenyon and Eckhardt,  
Inc.

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CREDITS FOR 'YOUR HIT PARADE' ON NBC-TV

PROGRAM: "Your Hit Parade"

TIME: NBC-TV, Saturdays, 10:30-11 p.m., EDT,  
starting seventh season Sept. 8.

FORMAT: A song-and-dance extravaganza, drama-  
tizing the seven top popular tunes  
of the week. In addition to the  
imaginative sequences presenting  
the songs on the Survey List, the  
program offers "extras," usually  
popular hits of yesteryear. The  
lavish production numbers feature  
the four singing stars, the vocal  
and dance groups and the instrumen-  
talists.

CAST: Dorothy Collins, Snooky Lanson,  
Gisele MacKenzie and Russell Arms,  
backed by Raymond Scott and his  
orchestra; "Your Hit Parade"  
Singers and Dancers.

ANNOUNCER: Andre Baruch

PRODUCER: Dan Lounsbery

'IDEA MAN' William Nichols

CHOREOGRAPHER: Ernest Flatt

DIRECTOR: Bill Hoban

ASSISTANT PRODUCER: Dorothy Walsh

ASSISTANT DIRECTOR: Dave Geisel

MUSIC DIRECTOR: Raymond Scott

VOCAL DIRECTOR: Ray Charles

SETS: Paul Barnes

(more)



2 - Credits for 'Your Hit Parade'

COSTUMES: Sal Anthony

LIGHTING DIRECTOR: Phil Hymes

TECHNICAL DIRECTOR: Frank McArdle

AUDIO: Larry Lawrence

HAIR STYLING: Ernie Adler

MAKEUP: Phyllis Grens

UNIT MANAGER: Steve Weston

SPONSORS: Alternately sponsored by the American Tobacco Company for Lucky Strike cigarettes, and by Warner-Hudnut, Inc., for Quick Home Permanent.

AGENCIES: Batten, Barton, Durstine and Osborn, Inc., for American Tobacco Company. Kenyon and Eckhardt, Inc., for Warner-Hudnut, Inc.

ORIGINATION: Radio City, New York.

ORIGINAL PREMIERE DATE: July 10, 1950.

NBC PRESS REPRESENTATIVE: Gene Lushbaugh, New York.

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NBC-New York, 8/27/56





NBC TRADE NEWS

NBC BROUGHT EVERY PHASE OF DEMOCRATIC AND REPUBLICAN  
CONVENTIONS TO THE NATION WITH TV AND RADIO  
COVERAGE EXCEEDING 111 HOURS

NBC's television and radio coverage of the 1956 political conventions in Chicago and San Francisco was marked by "an unprecedented level of flexibility and mobility." "This was made possible by the use of a wealth of electronic devices to an extent unequaled in the history of special events reporting," said Davidson Taylor, Vice President in charge of Public Affairs for NBC. "These devices were utilized, not as an excuse to use gadgets, but to cover the story. Critical comment in newspapers across the country has more than justified their use."

NBC presented the Democratic and Republican conventions over both radio and television for a total of 111 hours and five minutes. Television coverage of the two conventions ran 56 hours and 35 minutes, and radio coverage for 54 hours and 30 minutes. In addition, there were special programs such as "Outlook," "Cross-Country Caucus" and "Convention Special," as well as various press conferences, including that held by President Eisenhower.

Coverage was under direction of William R. McAndrew, Director of News; Barry Wood, Director of Special Events (in charge of convention production), and George McElrath, Manager of Technical Operations.

(more)



## 2 - Conventions

The team of commentators in "TV-one" -- Chet Huntley, David Brinkley, Bill Henry and H.V. Kaltenborn -- emerged from the conventions as household favorites. They received about 500 telegrams and letters congratulating them for their impartiality, imagination and ability to interpret the complicated political doings. Pauline Frederick and Ned Brooks were complimented similarly for their radio coverage.

A total of 23 correspondents -- plus 12 regional reporters -- from New York, Washington, Chicago, Los Angeles, San Francisco, Kansas City, Bonn and Rome covered the conventions from the floor, from caucus rooms and from the key hotels in the two cities. Fifty technicians manning cameras and audio equipment were on duty at all times.

And all of these people brought the news in through ultra-portable cameras, purse-sized transceivers, beer-mug transmitters, a 60-foot hi-reach, in addition to standard television cameras.

Major accomplishments for NBC News included the record-breaking assemblage of live TV equipment in 20 minutes for the President's press conference, the exclusive mobile radio and TV coverage of the President's trip from the San Francisco airport to the St. Francis Hotel, and exclusive pictures of Vice President Nixon leaving San Francisco in the early morning when he learned of his father's illness.

The never-before-attempted five-way split screen was successfully presented, as were such electronic effects as the spotlight and the pyramid. Instantaneous tabulation and visualization of balloting figures were accomplished by Teleregister, with special cellomatic visual effects.

(more)



### 3 - Conventions

NBC created a constantly smooth flow of information within the News Department by the use of its own news wire. News and assignments alike traveled over six teletype machines, so that all information was instantly available to all the key executives. This news was augmented by wire service reports.

During the hectic weekend between the two conventions, NBC flew 100 persons -- and 18,000 pounds of equipment -- from Chicago to San Francisco. The traveling mobile unit went by train in its own private car, leaving Chicago at midnight Thursday and arriving in San Francisco in time to provide pictures on Sunday for a special pre-convention "Outlook" program.

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NBC-New York, 8/27/56





ALLIS CHALMERS RENEWS 'FARM AND HOME HOUR'

SPONSORSHIP FOR 12TH YEAR

The Allis Chalmers Manufacturing Co. will begin its twelfth year of sponsorship of the NATIONAL FARM AND HOME HOUR Saturday, Sept. 1 (NBC Radio, 12 Noon, EDT).

The tractor and farm equipment manufacturer has renewed the program for 52 weeks on the NBC Radio Network. The renewal was placed through the Bert S. Gittins Advertising Agency, Milwaukee, Wis.

Now in its 28th year on the air, the program emphasizes service and information with on-the-spot agricultural features, farm news and market reports from the U.S. Department of Agriculture. "Firsts" credited to the "Farm and Home Hour" include first NBC network program from Chicago, first farm program aired on national network, first program to use extensive remote pickups, and first commercial program produced in cooperation with a government agency.

Everett Mitchell has been emcee of the program since 1930. Reports by Layne Beatty of the U.S. Department of Agriculture's Information office, and music by Whitey Berquist and the Homesteaders orchestra, are weekly highlights. Herbert Lateau is production director.

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NBC-New York, 8/27/56



CORRECTION, PLEASE

Tad Danielewski was incorrectly listed as producer of NBC-TV's COKE TIME, STARRING EDDIE FISHER, in a list of credits released Aug. 23. Instead, "Coke Time" (Wednesdays and Fridays, 7:30 p.m., EDT, beginning Aug. 29) should be listed as "A Ramrod Production." Monte Proser is executive producer. Kay Mulvihill (not Ted Switzer) is the NBC Press representative for the show in Hollywood.

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#### MUSICAL TRAVELER

Ralph Flanagan, who will be featured with his orchestra on NBC BANDSTAND through Sept. 7, has been doing a lot of traveling in the six-year history of his band. He figures he could have gone around the earth 20 times.

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NBC-New York, 8/27/56







# TRADE NEWS

A SERVICE OF



August 28, 1956

NBC RADIO NETWORK REPORTS ALMOST \$4,000,000

NET ADVERTISING REVENUE DURING PAST WEEK

Almost \$4,000,000 in net advertising revenue was recorded by the NBC Radio Network during the past week, Fred Horton, Director of Sales for NBC Radio, announced today.

The sales upsurge included new business and renewals on the network's weekmorning series of live music, "NBC Bandstand"; the weekend service, "Monitor"; the afternoon "Mary Margaret McBride" series and, in addition, orders via the network's "Top Ten Plan" whereby advertisers may purchase participations in some of NBC's top-rated evening programs.

As outlined by Mr. Horton, new business included:

(1) Participation schedules on "Monitor" ordered by the Pontiac Motor Division, the Nash Motor Division, the Florida Citrus Commission, the Morton Salt Co., Twentieth Century Fox Film Corp., "Bonadettes," North American Van Lines, the National Sporting Goods Association, Sunshine Art Studios and the Crowell-Collier Publishing Co.

(2) Participation schedules for the network's "Top Ten Plan" ordered by the Anahist Co., the Kemper Insurance Co., and the Crowell-Collier Publishing Co.

(more)



(3) Participation schedules on "Mary Margaret McBride" series placed by the Beltone Hearing Aid Co., Good Housekeeping Magazine, Penick and Ford Ltd., Inc., and Q-Tips.

(4) Renewals, including an extensive and expanded order from Miles Laboratories for Participations in "NBC Bandstand," "Woman in My House," "Hilltop House" and newscasts in "Monitor." Mr. Horton pointed out that these Miles Laboratories' orders are in addition to the advertiser's full sponsorship of "News of the World" (Monday through Friday, 7:30-7:45 p.m., NYT).

Other renewal orders received include those of the De Soto Motor Division for Groucho Marx's "You Bet Your Life" (moving to Saturdays, 12:30-1 p.m., NYT, starting Sept. 29); the Skelly Oil Co. for Alex Dreier's commentary and farm news' programs (week-mornings and Saturdays), and the Allis-Chalmers Manufacturing Co. for the Saturday noon "National Farm and Home Hour."

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NBC-New York, 8/28/56



CREDITS FOR 'THE CHEVY SHOW' STARRING FRED WARING  
AND THE PENNSYLVANIANS

TIME: NBC-TV, Tuesday, Sept. 4, 8-9 p.m., EDT

STAR: Fred Waring

CAST: Soloists with the Pennsylvanians troupe --  
Glee Club, orchestra and vocal groups --  
include Patti Beems, Frank Davis, Norma  
Douglas, Gordon Goodman, Leonard  
Kranendonk, Poley McClintock, Bernardine  
Read, Ralph Young and Fred Waring, Jr.

PRODUCER: Ray Sax

DIRECTOR: David Geisel

WRITER: Jack Dolph

CHORAL DIRECTOR: Jack Best

ORCHESTRA DIRECTOR: Fred Culley

SPONSOR: Chevrolet Motor Division, General Motors  
Corp.

AGENCY: Campbell-Ewald Co.

ORIGINATION: NBC Studio 8 H, Radio City, New York

NBC PRESS REPRESENTATIVE: Al Cammann

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NBC-New York, 8/28/56







# TRADE NEWS

2 COPIES X-H

A SERVICE OF



August 29, 1956

## NEW MANAGEMENT TEAM IS ANNOUNCED FOR NBC RADIO NETWORK

Three executives of the National Broadcasting Company have been promoted to new posts in the NBC Radio Network, it was announced today by Matthew J. Culligan, Vice President in charge of NBC Radio.

In a closed circuit report to the NBC Radio affiliates, Mr. Culligan announced the following new management team for the NBC Radio Network:

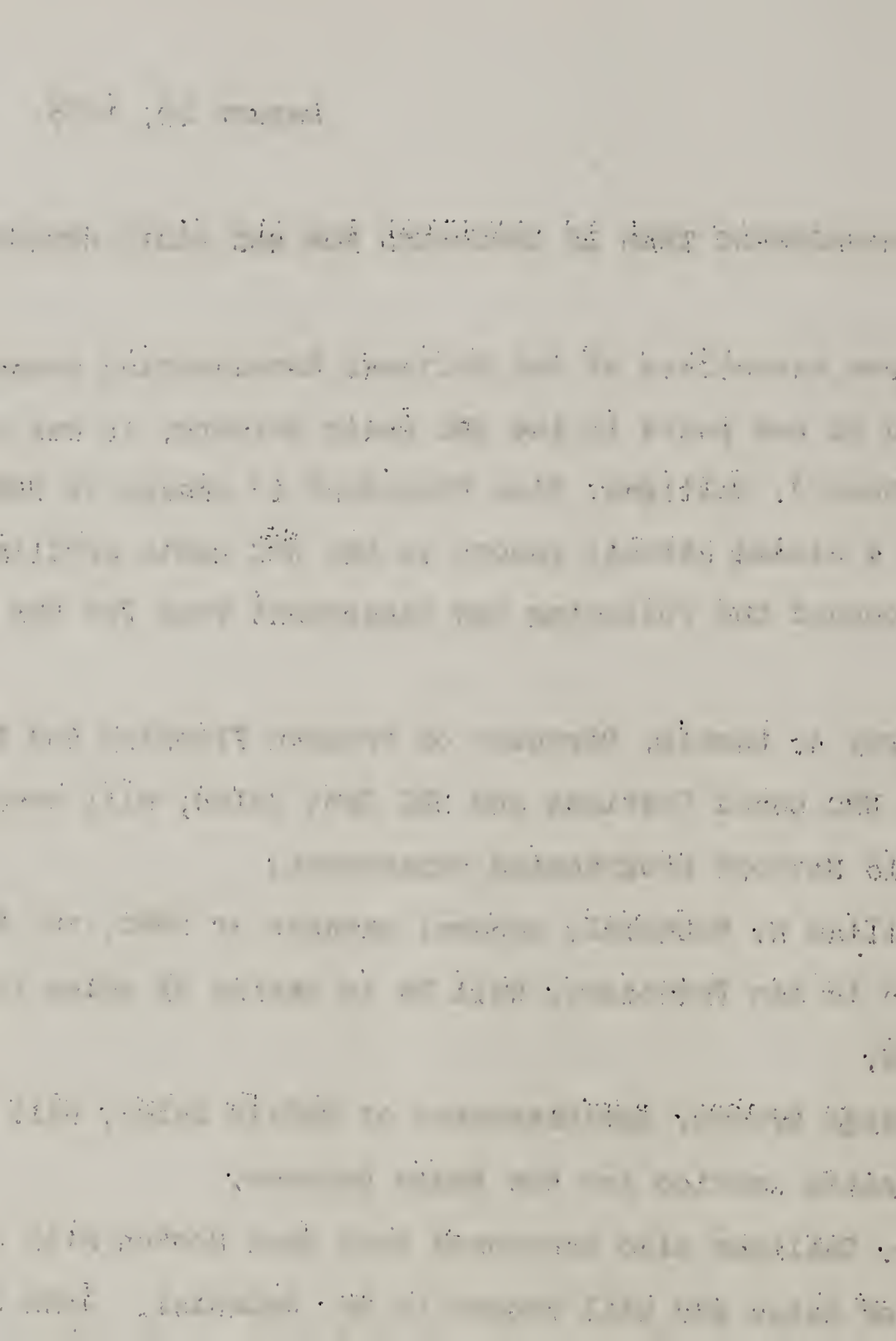
Jerry A. Danzig, Director of Program Planning and Development for the NBC Owned Stations and NBC Spot Sales, will head an expanded Radio Network programming department.

William K. McDaniel, general manager of KNBC, the NBC-owned radio station in San Francisco, will be in charge of sales for the Radio Network.

George Graham, administrator of NBC-TV Sales, will be director of sales service for the Radio Network.

Mr. Culligan also announced that Fred Horton will continue as Director of Sales and will report to Mr. McDaniel. John P. Cleary, who has served as program director of the NBC Radio Network since July 1953, has been named a general programming executive for the NBC Television Network.

(more)



## 2 - New Management Team

In addressing the Radio Affiliates, Mr. Culligan told them:

"These men bring to network radio many varied talents. But they all have one thing in common. They have all emerged from local radio station operations. They know the station problems. They are the best equipped men in NBC to relate local station problems to the Radio Network activities. And herein may lie the eventual solution of the Radio Network problem -- to do whatever is necessary and practical to redesign the Radio Network to coincide with your interests, while maintaining logical interest of the National Broadcasting Company."

\* \* \*

A veteran of extensive New York local and network radio and television, Mr. Danzig joined NBC in May, 1955, as Director of Program Planning and Development for NBC Owned Stations and NBC Spot Sales. Before that he served for six years on the staff of the CBS Television Network as associate director of network programs, a member of the program plans board, supervisor of color programs and network producer. He was director of station WINS in New York before that.

Mr. Danzig also served with WOR-Mutual for seven years in special events and as commercial program manager and director of publicity. He entered the broadcasting field when he joined WOR in 1935. Before that he was a staff reporter on the New York Journal.

(more)





### 3 - New Management Team

Born in New York in 1913, he is a graduate of Dartmouth College (1934). He is married to Sarah Palfrey, former national amateur tennis champion. They live with their two children in Manhattan.

\* \* \*

Mr. McDaniel was appointed general manager of KNBC in May, 1955, after two years as KNBC's sales manager. Before that he was Western Division manager of NBC Radio Spot Sales in Hollywood.

He joined NBC as a page in New York in 1938. From 1940 to 1941 he was a sales executive for the Scripps-Howard Radio Corp. in the Midwest, and a year later returned to Hollywood as an account executive for radio station KMPC, a post he held until 1948, when he became a salesman for ABC's KECA-TV in Hollywood. Shortly thereafter he became the station's sales manager. In 1951 he was named manager of ABC's Western Division Network Sales Department. A year later he joined NBC in Hollywood.

A native of Scarsdale, N.Y., Mr. McDaniel attended Duke University. He has resided in San Mateo, Calif., for the past three years. He and his wife have two daughters.

\* \* \*

Mr. Graham joined NBC in July, 1953, as a salesman for NBC-TV's "Today" program and a year later became a salesman for the NBC Television Network. In March, 1955 he was appointed sales supervisor of NBC-TV's Children's Programs and on Jan. 1, 1956 was named administrator of NBC-TV Sales.

(more)



4 - New Management Team

Before that he was associated with the Arizona Broadcasting System variously as an announcer, salesman and program manager (1947-52). He then became advertising manager for Wallace Enterprises, television production firm in Dallas (1952-53).

Mr. Graham was born in Indianapolis, Ind., in July, 1923. He attended Dartmouth College. He and his wife live in Ardsley-on-Hudson, N.Y.

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NBC-New York, 8/29/56





SPOT SALES

# News

August 29, 1956

## HOWARD McFADDEN JOINS NBC SPOT SALES AS RADIO SALESMAN

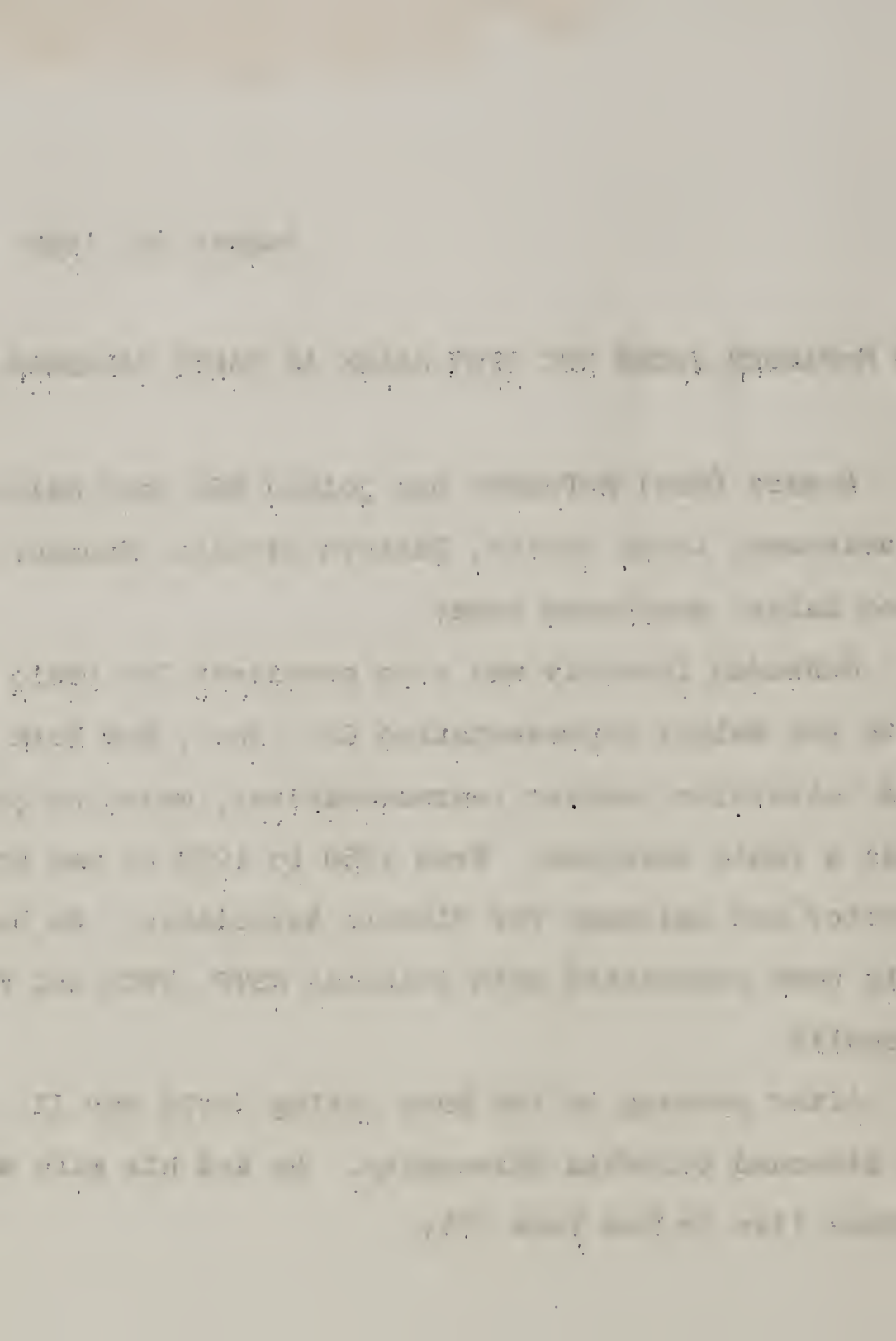
Howard (Mac) McFadden has joined NBC Spot Sales as a radio salesman, Larry Surles, Eastern Division Manager of Radio Spot Sales, announced today.

McFadden formerly was vice president for radio sales with the Walker Representation Co., Inc., New York radio and television station representatives, which he joined in 1953 as a radio salesman. From 1950 to 1953 he was animation director and salesman for Winters Associates. He had previously been associated with Stations KSTP, WTCN and WPBC in Minneapolis.

After serving in the Navy during World War II, McFadden attended Columbia University. He and his wife and two children live in New York City.

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JOHN P. CLEARY BECOMES A GENERAL PROGRAMMING EXECUTIVE  
OF NBC TELEVISION NETWORK

John P. Cleary has been named a general programming executive for the NBC Television Network, it was announced today by Thomas A McAvity, Vice President in charge of NBC-TV.

Mr. Cleary has served as program director of the NBC Radio Network since July, 1953. Before that he was in turn program manager (October, 1952-July, 1953) and Eastern program manager (January, 1952-October, 1952) for the Radio Network.

An NBC Radio executive since 1950, Mr. Cleary joined the network in 1938 as a page. He left two years later to become a talent representative, then served as producer-director of ABC. From 1949 to 1950 he was radio and television director of Kaster, Farrell, Chesley and Clifford agency, where he was producer-director of "Duffy's Tavern."

A native New Yorker, Mr. Cleary attended Fordham University. He and his wife live with their three children in Glen Ridge, N.J.

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NBC-New York, 8/29/56





# COLOR TELEVISION NEWS

2 COPIES X-H

A SERVICE OF



August 30, 1956

NBC WILL INCREASE EVENING COLOR TV SCHEDULE BY 500 PER CENT

THIS FALL, PRESIDENT SARNOFF ANNOUNCES

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At Least One Major Color Program Will Be Offered

Every Night in Addition to Spectaculars

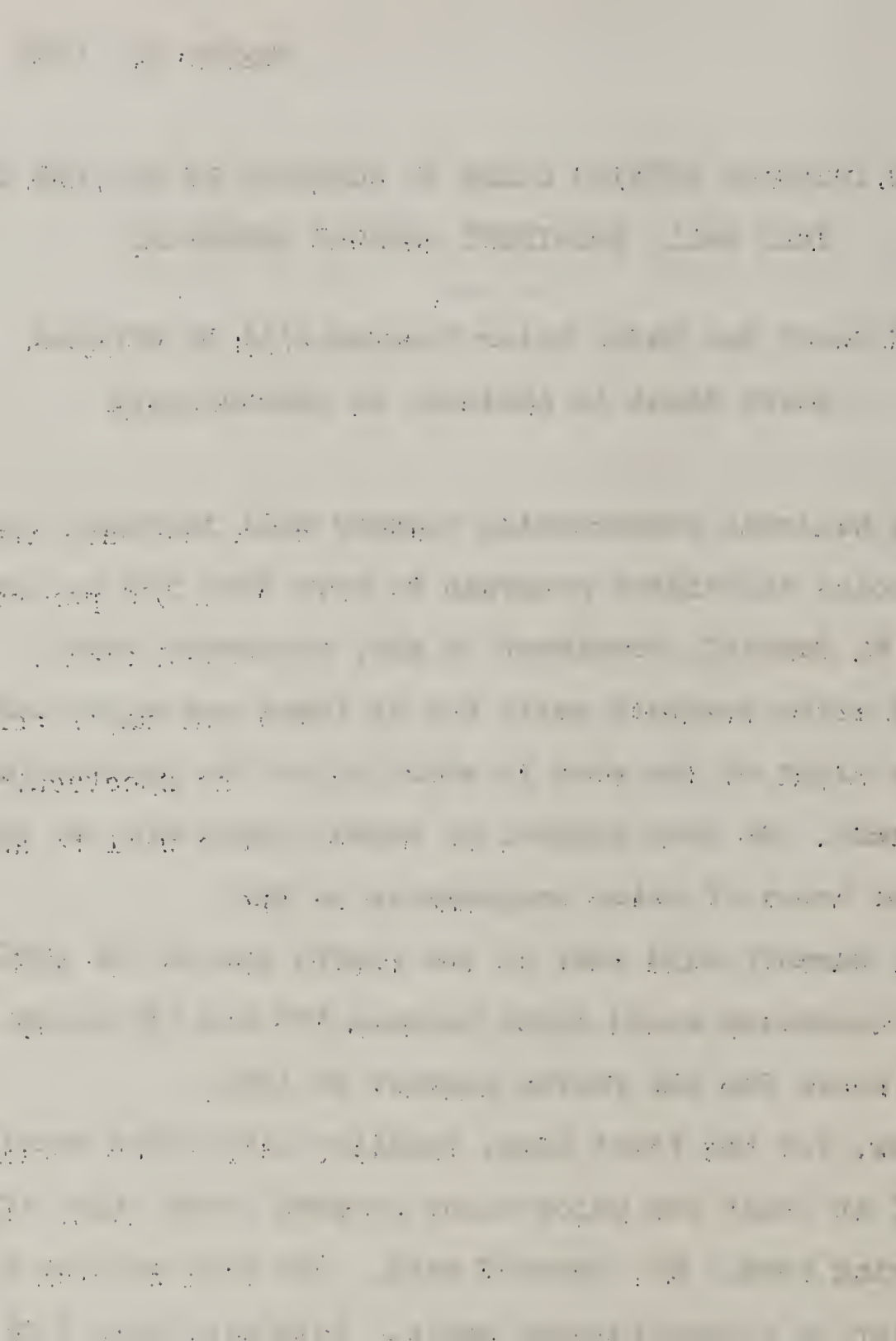
The National Broadcasting Company will increase its evening schedule of color television programs by more than 500 per cent this Fall, Robert W. Sarnoff, President of NBC, announced today.

The color schedule calls for at least one major color program every night of the week in addition to the Spectaculars, Mr. Sarnoff said. On some nights, he added, there will be as many as three straight hours of color programming on NBC.

Mr. Sarnoff said that in the fourth quarter of 1956 night-time color programming would total between 120 and 130 hours, as against 22.5 hours for the fourth quarter of 1955.

"Now, for the first time, families with color receivers will be assured of at least one major color program every night of the week in prime viewing time," Mr. Sarnoff said. "We will program entire series in color on a week-to-week basis. This will help further to establish the color viewing habit as families become accustomed to watching the same program in color at the same time each week.

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## 2 - Color Schedule

"This expansion in our color schedule," he continued, "has been made possible by our expenditure of \$12,000,000 in additional color facilities in New York, Hollywood, and Chicago.

"Enthusiasm for color television on the part of clients and advertising agencies is most encouraging to us, and is an essential element in our color planning. Major advertisers are approaching us to arrange for the conversion to color of their programs. As our facilities expand, we will accommodate them, thus continually expanding the schedule of major color programs."

NBC's nighttime color schedule (New York Time) for the 1956-57 season was made public by Mr. Sarnoff.

On Sunday, the 9-10 p.m. slot will rotate among four series -- "The Chevy Show," "The Alcoa Hour," "The Goodyear Playhouse" and "The Hallmark Hall of Fame." "This will provide a good change of pace for the Sunday night color viewing audience," Mr. Sarnoff commented.

On Monday, "Robert Montgomery Presents" (9:30-10:30 p.m.) will be in color. "The Adventures of Sir Lancelot" series (8-8:30 p.m.) will go into color in January, after a Fall start in black and white. "Producers' Showcase" (8-9:30 p.m.) continues as a Monday night "special" one week in four.

On Tuesday, the color schedule includes "The Big Surprise" (8-8:30 p.m.), and "Noah's Ark," (8:30-9 p.m.).

On Wednesday, the color offering is the "Kraft Television Theatre."

On Thursday, there will be "The Dinah Shore Show" (7:30-7:45 p.m.), and "Lux Video Theatre" (10-11 p.m.).

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### 3 - Color Schedule

On Friday, the color schedule includes "The Walter Winchell Show," a variety program (8:30-9 p.m.), and, one week in four, "The Chevy Show" (9-10 p.m.).

On Saturday, the color list includes "The Perry Como Show" (8-9 p.m.), several "Your Hit Parade" programs (10:30-11 p.m.) and, one week in four, the Saturday night Oldsmobile Spectacular.

Highlighting the daytime color schedule for the season will be the new Ray Bolger series, "Washington Square," every other Sunday (4-5 p.m.), and "NBC Matinee Theater," which continues as a Monday-through-Friday (3-4 p.m.) feature.

For West Coast viewers, Mr. Sarnoff said, NBC will put into service this Fall its lenticular film process for recording color television programs. Through this new recording technique, West Coast viewers will see NBC color programs at the same time of evening as the East.

The NBC color schedule for the Fall includes many of the network's top productions, including both established programs like the Spectaculars, and new entries such as "The Walter Winchell Show." It includes dramatic shows, musical programs, comedy hours and variety and adventure series. "Our color schedule, even when considered apart from our overall schedule, constitutes a well-balanced lineup of programming," Mr. Sarnoff explained.

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NBC-New York, 8/30/56





## NBC OWNED STATIONS DIVISION

## News

August 30, 1956

50,000 SPECTATORS EXPECTED AT 'WBUF SAFETY SPECTACULAR' IN BUFFALO;  
8-HOUR OUTDOOR SHOW TO FEATURE LOCAL POLICE, FIRE DEPARTMENTS

BUFFALO, N.Y. -- Local officials estimate that at least 50,000 persons will attend the huge "WBUF Safety Spectacular" to be held Labor Day in Buffalo's La Salle Park.

The free eight-hour outdoor show is being sponsored by WBUF, the NBC Owned television station in Buffalo, in cooperation with the Buffalo Police Erie Club, the Buffalo Firefighters Association and the Buffalo Parks Department.

A fast-moving exhibition of trick riding by horsemen of the Erie County Sheriff's Mounted Patrol will open the afternoon program. It will be followed by championship playoffs in the Buffalo Police Athletic League's baseball series, by a bicycle rodeo and a performance of the Buffalo police band and drill team.

During the evening, a massive land-sea-air "rescue" operation will be staged by the Erie County Sheriff's Department, with

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## 2 - 'WBUF Safety Spectacular'

boats, aircraft, skin divers and ambulances taking part.

After the rescue operation, the Buffalo Civic Orchestra will play for the arrival -- in a Bell helicopter -- of Miss Channel 17, winner of a contest which drew hundreds of entries from Western New York girls. Escorted by a Marine Corps honor guard, Miss Channel 17 will receive her crown and reign over the remainder of the show.

The most dramatic demonstration of Buffalo fire-fighting techniques ever staged will follow, to the tune of screaming sirens as ladders are raised aloft during the burning of an actual building.

The show will conclude with a mammoth fireworks display from a breakwall in the Buffalo harbor channel, visible to the thousands of spectators in the park and to additional thousands who are expected to crowd the nearby Canadian shore to watch the pyrotechnics.

In addition, spectators will have an opportunity to see themselves on television via a special WBUF closed circuit, and to inspect dozens of safety exhibits, including every type of vehicle used by local public safety agencies.

Children attending the affair will get thousands of WBUF lollipops, will have their fingerprints taken on special souvenir cards, and will get a chance to inspect at close range WBUF's own fire engine.

Special live radio coverage of the event will be provided by WKBW, an independent Buffalo radio station, which will have its equipment and personnel on the show site from 1:00 to 6:00 p.m.

(more)



3 - 'WBUF Safety Spectacular'

Master of ceremonies of the show will be Mac McGarry, WBUF Weatherman and host of the station's "Million Dollar Matinee" program. He will alternate with Jack Begon, Director of News and Special Events for WBUF.

Noting that the show is expected to be the biggest Labor Day affair in years in the Buffalo area, Charles C. Bevis Jr., WBUF general manager, pointed out that the Safety Spectacular is designed to acquaint Niagara Frontier residents with the interest of WBUF and NBC in promoting worthwhile community relations, particularly in the field of public safety.

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NBC-New York, 8/30/56





'TODAY' WILL VISIT NEW ORLEANS FOR WEEK TO SPOTLIGHT  
SEAPORT, INDUSTRIES AND HISTORIC PLACES

The booming industrial seaport of New Orleans, La., will be host to NBC-TV's TODAY show during the week of Oct. 15.

Jac. Hein, executive director of "Today," said that 35 members of the "Today" staff including Dave Garroway, Jack Lescoulie, Frank Blair, Lee Meriwether -- and J. Fred Muggs -- would be in New Orleans during that week.

Hein will lead an advance crew of cameramen into New Orleans the week of Sept. 17. Film will be taken of the city's highlights for a "profile" to be telecast later when the show originates in New Orleans.

Hein said the New Orleans telecasts will focus on the city's growth as one of the world's major seaports and industrial centers. Contrasted with this will be telecasts of the city's historically famous sites, including sections of the French Quarter.

"Today" is telecast Mondays through Fridays from 7 to 9 a.m., EDT.

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'TOPIC FOR TODAY,' WITH ALEX DREIER, IS NEW SATURDAY PROGRAM

TOPIC FOR TODAY, a five-minute commentary on the current scene by newsman Alex Dreier, will be presented Saturdays on NBC Radio network as part of "Monitor" starting Sept. 1 (12:25-12:30 p.m., EDT). The program will be broadcast each Saturday following the "National Farm and Home Hour."

The sponsor will be the Morton Salt Company, which has contracted for the program for 52 weeks. Needham, Louis and Brorby is the agency. Lloyd Burlingham will be the announcer.

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NBC-New York, 8/30/56



'WIDE WIDE WORLD' TO START 1956-57 SEASON WITH ATTEMPT  
TO BRING IN LIVE PICKUP FROM LONDON SEPT. 16

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Pickups Across U.S. Will Offer 'Song of America'

"Wide Wide World" will open its 1956-1957 season on NBC-TV with an attempt to bring in a live pickup from London, England Sunday, Sept. 16 (4-5:30 p.m., EDT).

The principle involved in the transatlantic telecast will be that of a high point in sunspot activity, usually favorable for long-range television transmission, according to Barry Wood, executive producer of "Wide Wide World" and director of NBC Special Events.

"There is a high point in sunspot activity every 11 years which produces unusual radioactivity," he explained. "We have reached that period," and 'Wide Wide World' will try to take advantage of the phenomenon to make the program live up to its name in every respect. We have established a special receiving point at Riverhead, L.I., N.Y., and will try to establish contact with London to get a BBC picture. If we do not get the London picture on the first program, we will continue to try on succeeding 'Wide Wide World' telecasts."

The Sept. 16 show, to be produced by Herbert Sussan, is titled, "Song of America." Using the theme of music as a basic form

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OF WIDE WORLD: TO START 1956-57 SEASON WITH ATTEMPT  
TO BRING IN LIVE PICKUP FROM LONDON SEPT. 10  
PILGRIMS ACROSS U.S. WILL OFFER 'GANG OF AMERICANS'  
"Wide World" will open the 1956-1957 season  
attempt to bring in a live pickup from London, Sept.  
Oct. 10 (4-5:30 p.m., EDT).  
Two principle involved in the translation to  
a high point in subject activity, usually known  
television translation, according to Harry W.  
T. "Wide World" and director of NBC Special  
a high point in subject activity every 15 years  
and productivity," he explained. "We have been  
of 'Wide World' will try to make advantage  
to make the program live up to its name in every  
established a special traveling point of reference  
will try to establish contact with London to get  
If we do not get the London signal on the first  
attempt to try an alternative 'Wide World'.



of communication among peoples, Sussan has distributed his television cameras across the country in unusual places to pick up music representative of those areas.

To begin the telecast, Sussan has arranged for a three-way split screen showing the NBC-TV master control rooms in New York, Chicago and Los Angeles at the same time. Viewers will see the maze of equipment, and personnel necessary, to bring in the scattered points of program origin. From there, "Wide Wide World" will switch to Riverhead for the attempt at the London pickup. Then Sussan will cover a block in the tenement district in Manhattan to offer the sounds heard in the street there, using the "creepie-peepie," the ultra-portable camera, during this phase of the telecast.

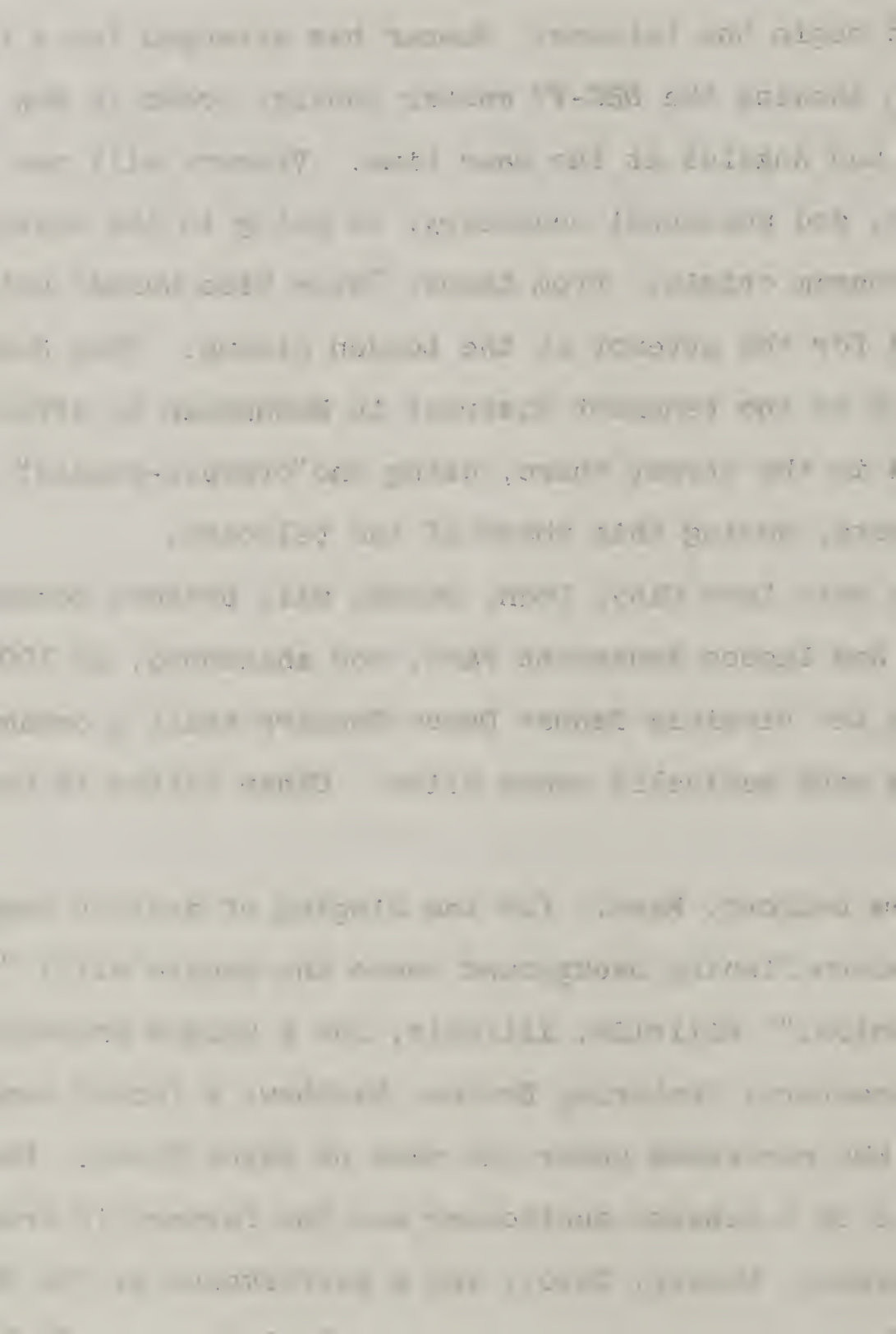
In Salt Lake City, Utah, Sussan will present Mother Goose-land in the New Lagoon Amusement Park, now abandoned, as 100 youthful dancers from the Virginia Tanner Dance Theatre enact a dream sequence in which the park magically comes alive. Other cities to be visited include:

New Bedford, Mass., for the singing of ancient sea chanteys against a modern fishing background where the people still "go down to the sea in ships." Hillside, Illinois, for a unique presentation of jazz in a monastery, featuring Brother Matthew, a former top jazz saxophonist who performed under the name of Boyce Brown. Durham, N.C., for the music of a tobacco auctioneer and the farmers in from the hills with their crops. Denver, Colo., for a performance by the Denver Symphony Orchestra and Chorus directed by Saul Caston. Philadelphia, Pa., for a pickup inside Holmesburg prison, with songs written and sung by prisoners. Laramie, Wyo., for the song of a lonely railroadman at a solitary train stop against a background of grazing cattle.

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NBC-New York, 8/30/56





'SEE YOU AT THE POLLS'

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Leaders in Varied Fields Will Join in Register-and-Vote  
Campaign to Be Broadcast by NBC Radio

Americans prominent in industry, labor, education, religion, patriotic and service organizations and other fields of national life will participate in an intensive 10-week non-partisan Register and Vote Campaign that NBC will undertake in cooperation with the American Heritage Foundation.

In a 50-broadcast NBC Radio program series titled SEE YOU AT THE POLLS, these leading citizens will stress the importance of registering, knowing the issues and voting in this Presidential election year. The program will be broadcast Monday through Friday, from 5:35 to 5:40 p.m., EDT, starting Sept. 3. It will run through Nov. 2, four days before Election Day.

John C. Cornelius, president of the American Heritage Foundation, will open the get-out-the-vote drive Monday, Sept. 3. Other first-week speakers will be Cola G. Parker, president of the National Association of Manufacturers, Tuesday, Sept. 4; Millicent C. McIntosh, president of Barnard College, Wednesday, Sept. 5; J. Addington Wagner, national commander of the American Legion, Thursday, Sept. 6; and T.S. Repplier, president of the Advertising Council, Friday, Sept. 7.

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Speakers for subsequent broadcasts include Dr. Eugene Carson Blake, president of the National Council of Churches; "Amos 'n' Andy"; Alfred P. Sloan Jr., former chairman of the board of General Motors Corporation; Gen. Mark W. Clark, commandant of The Citadel, the Military College of South Carolina; and Gen. Walter Bedell Smith, chairman of the American Heritage Foundation.

This will be the second time NBC has joined forces with the American Heritage Foundation in such a Register and Vote Campaign. The first was in 1952, when a 50-broadcast "See You at the Polls" program series was presented. In that year a record 61,547,861 total vote was cast for President. Sixty-three per cent of the adult population -- eligible voters -- cast votes for President, reversing a downward trend that had been in evidence since 1940. In the 1948 elections only 51 per cent of the American people eligible to vote had gone to the polls.

John C. Cornelius, speaking on the initial broadcast of the new series (Sept. 3), will call the privilege of governing ourselves through the power of the secret ballot "the most precious privilege of our wonderful way of life." "Each of us is important," he will say. "Everyone of us has a say, through the franchise, in running this great country of ours. Remember, then, that your vote is your chance to do something really important for your country."

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NBC-New York, 8/30/56







# TRADE NEWS

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A SERVICE OF



August 31, 1956

## NANETTE FABRAY TO RE-CREATE STAGE ROLE FOR SPECTACULAR COLORCAST OF MUSICAL COMEDY, 'HIGH BUTTON SHOES'

Nanette Fabray will re-create her Broadway stage role of Sara Longstreet in NBC-TV's Saturday Spectacular presentation of HIGH BUTTON SHOES Saturday, Nov. 24 (9 to 10:30 p.m., EST, a colorcast).

The musical comedy, presented on Broadway during the 1947-48 season, was written by Stephen Longstreet, with music and lyrics by Jules Styne and Sammy Cahn. It will be produced and directed for television by Joe Cates.

Miss Fabray's portrayal of Sara Longstreet, a young girl in the college town of New Brunswick, N.J. during 1913, won for her two Donaldson awards for the year's "best performance" and "the best supporting performance."

Some of the hit songs from the musical include "Papa, Won't You Dance With Me?" "I Still Get Jealous," "You're My Girl," "Can't You Just See Yourself," and "On a Sunday by the Sea." In addition to the original musical score, the television version will contain two new songs with lyrics by Sammy Cahn.

Miss Fabray appeared during the past television season in the role of Sid Caesar's wife on NBC-TV's "Caesar's Hour."

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August 31, 1956

"ON TRIAL," TV DRAMATIZATIONS OF WORLD'S FAMOUS COURT CASES,  
TO START SEPT. 24 WITH JOSEPH COTTEN AS HOST-NARRATOR

Historic court trials that commanded world-wide attention will be dramatized on NBC-TV's ON TRIAL series, which starts Friday, Sept. 14 (9-9:30 p.m., EDT) with Joseph Cotten as permanent host-narrator and frequent star.

The half-hour filmed plays, to be telecast three of every four Fridays, are based on official documents from different parts of the world and from various periods of legal history.

The first production will be "The Trial of Edward Pritchard," about double murder in Glasgow, Scotland, at the turn of the century. Pritchard was accused of slaying his wife and mother-in-law. Pritchard was a prominent physician, and the case attracted international interest. Cotten will portray Dr. Pritchard.

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EDITORS: The NBC Daily News Report will not be published Monday, Sept. 3 (Labor Day). Publication will be resumed Tuesday, Sept. 4.



Many stars have been scheduled for the "On Trial" series. Among them are Joan Fontaine, Alexis Smith, Diana Lynn, Keenan Wynn and Hoagy Carmichael.

The scripts have been written by Larry Marcus. To insure authentic legal procedures in the shows, attorney Maurice A. Krisel, of New York is serving as technical adviser. Collier Young produces the series under the banner of his Fordyce Enterprises, Inc., of which Cotten is vice president.

The program will be sponsored on alternate weeks by Campbell Soups and Lever Brothers.

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NBC-New York, 8/31/56





CREDITS FOR NBC-TV'S "ON TRIAL" SERIES

PREMIERE DATE: Friday, Sept. 14, 1956

TIME: NBC-TV Fridays, 9:00-9:30 p.m., EDT.

PREMIERE PLAY: "The Trial of Edward Pritchard," with Joseph Cotten as Dr. Edward Pritchard, Jan Chaney as Mary McLeod, Henry Daniell as Clark, Ivan Triesault as Von Berning, Irene Tedrow as Mrs. Patterson, Jack Raine as the inspector, Walter Kingsford as the prosecutor, Lumsden Hare as the judge, Hilda Plowright as Mrs. Pritchard, Terence De Marenzy as the foreman, Leo Gordon as the guard, Pat O'Hara as Court Clerk.

PRODUCER: Collier Young

DIRECTED BY: Robert Stevenson

DRAMATIZED BY: Larry Marcus

DIRECTOR OF PHOTOGRAPHY: Less Shorr, A.S.C.

EDITORIAL SUPERVISOR: Richard G. Wray, A.C.E.

FILM EDITOR: Michael R. McAdam, A.C.E.

SPONSORS: Campbell Soups alternating with Lever Brothers.

AGENCIES: Batten, Barton, Durstine and Osborn for Campbell Soups; J. Walter Thompson for Lever Brothers.

NBC PRESS REPRESENTATIVES: Jane Westover, Hollywood; Joe Ryan, New York

FILMED AT: Revue Productions for Fordyce Enterprises, Inc., Hollywood.

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NBC-New York, 8/31/56



NBC TRADE NEWS

'NCAA FOOTBALL PREVIEW' TO PRECEDE 'GAME OF THE WEEK' ON TV

NCAA FOOTBALL PREVIEW, a 15-minute sports commentary program which will precede seven of NBC-TV's eight national "Game of the Week" football telecasts this Fall, will be sponsored by the Allstate Insurance Company, it was announced today by George H. Frey, Vice President in charge of Sales for NBC Television.

"NCAA Football Preview" will be seen on Saturdays Sept. 22, Oct. 6, Oct. 27, Nov. 10, Nov. 24 and Dec. 1 and on Thanksgiving Day, Nov. 22. Jimmy Powers and Bud Palmer will be the sportscasters.

Allstate Insurance is represented by Christiansen Advertising Agency, Inc.

NBC-New York, 8/31/56







# COLOR TELEVISION NEWS

A SERVICE OF



## NBC COLOR TELECAST SCHEDULE SEPT. 9-15

### Sunday, Sept. 9

8:00-9:00 p.m., EDT -- "THE MAGIC BOX" -- J. Arthur Rank's color film starring Robert Donat, Margaret Johnston and Maria Schell. Cast of 60 of England's outstanding actors includes Sir Laurence Olivier, Michael Redgrave, Enlyn Williams, Glynis Johns, Barry Jones, Marius Goring, Joyce Grenfell, Margaret Rutherford, Stanley Holloway, Cecil Parker and many more.

### Monday, Sept. 10

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "The Lovers," starring Mary Astor.

### Tuesday, Sept. 11

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Reach for the Stars."

9:30-10:30 p.m., EDT -- KAISER ALUMINUM HOUR -- "ANTIGONE" -- Based on the classic Greek tragedy by Sophocles, and adapted for television by Lewis Galantiere from the Broadway play by Jean Anouilh. Starring Claude Rains and Marisa Pavan.

### Wednesday, Sept. 12

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "I Like It Here."

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2 - NBC Color Telecast Schedule Sept. 9-15

Thursday, Sept. 13

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Question of Balance."

CORRECTION, PLEASE: "The Top Rung," starring Lee Bowman with William Hopper and Irene Hervey, originally announced for NBC's LUX VIDEO THEATRE Thursday, Aug. 23, but preempted by coverage of the Republican Convention, will be seen on film in black and white only Thursday, Sept. 13 (10-11 p.m., EDT), and not in color as previously announced.

Friday, Sept. 14

3:00-4:00 p.m., EDT -- NBC MATINEE THEATER -- "Marriage Royal."

Saturday, Sept. 15

8:00-9:00 p.m., EDT -- PERRY COMO SHOW -- Perry's guests on his first show of the new Fall season include Irene Dunne, Sal Mineo and the young singing duo, Patience and Prudence.

\* \* \*

THE FOLLOWING SHOWS WILL APPEAR ON WRCA-TV ONLY:

Monday	Sept. 10	11:25-11:30 a.m.	-- WRCA-TV WINDOW.
		1:00- 2:05 p.m.	-- TEX AND JINX SHOW.
through	through	11:00-11:10 p.m.	-- JOHN K. M. McCAFFERY.
		11:10-11:15 p.m.	-- TEX ANTOINE.
Friday	Sept. 14	11:15-11:20 p.m.	-- JIMMY POWERS.
		11:20-11:30 p.m.	-- HY GARDNER SHOW.

\* \* \*

PLEASE NOTE: ADDITION TO SEPTEMBER NETWORK COLOR SCHEDULE

THE GOLDEN TOUCH OF FRANKIE CARLE (7:30-7:45 p.m., EDT)  
will be televised in color and in black and white on  
Monday, Sept. 24.

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NBC-New York, 8/31/56





# NBC OWNED STATIONS DIVISION

# News

August 31, 1956

## GEORGE W. FUERST APPOINTED GENERAL MANAGER OF KNBC, NBC OWNED RADIO STATION IN SAN FRANCISCO

Appointment of George W. Fuerst as general manager of KNBC, NBC Owned radio station in San Francisco, was announced today by Thomas C. McCray, NBC Vice President and General Manager of KRCA, Hollywood.

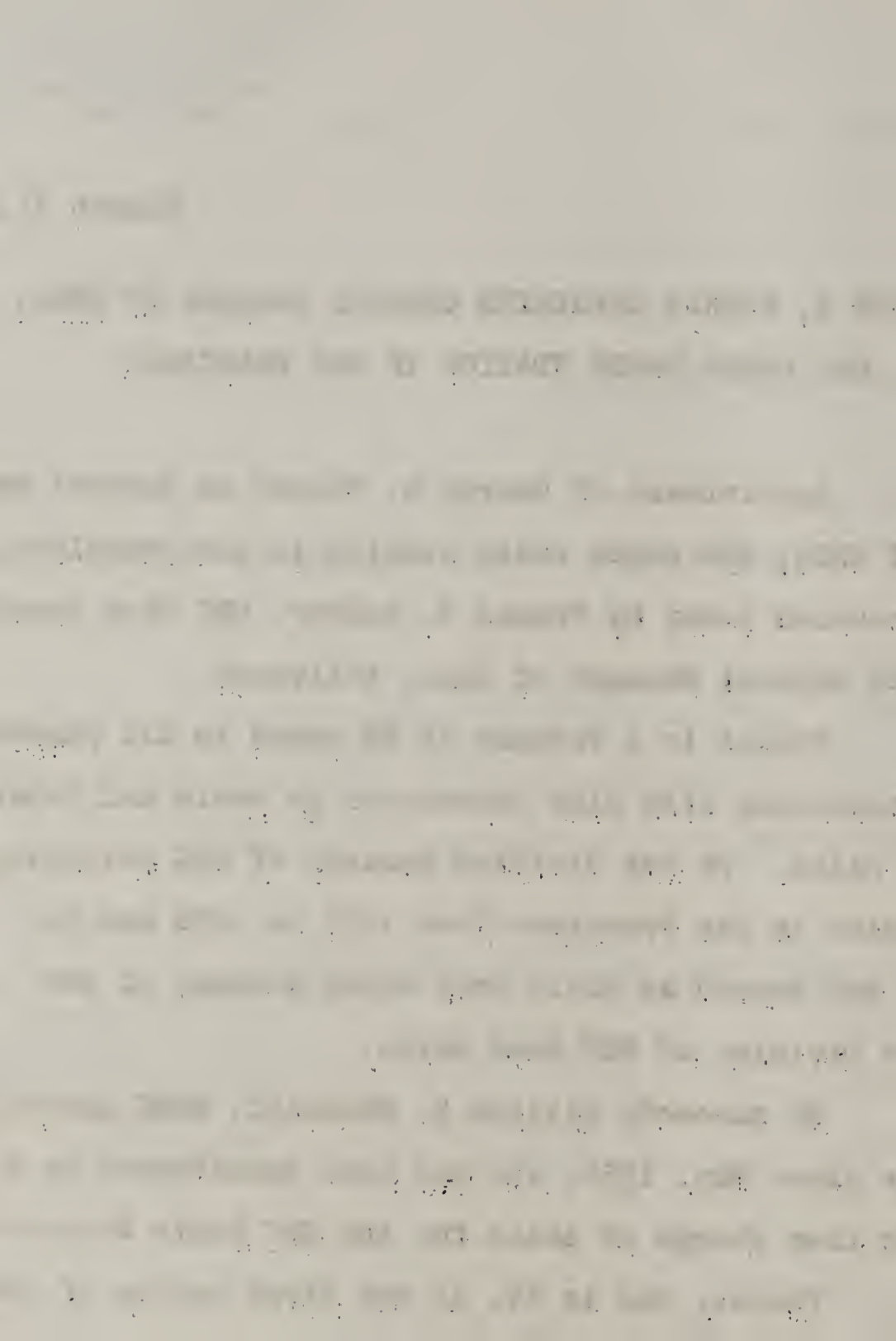
Fuerst is a veteran of 26 years in all phases of broadcasting with wide experience in radio and television sales. He was division manager of NBC Television Spot Sales in San Francisco from 1953 to 1956 and recently had served as Radio Spot Sales Manager of the Western Division of NBC Spot Sales.

He succeeds William K. McDaniel, KNBC general manager since May, 1955, who has been transferred to New York to take charge of sales for the NBC Radio Network.

Fuerst, who is 44, is the first native of San Francisco to become general manager of KNBC. He started with NBC, San Francisco, as a page boy in 1930.

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He then served the station as night program manager and engineer during his years at Santa Clara University and the University of California, where he studied electrical engineering and business administration. He was traffic manager from 1936 to 1941, supervising traffic and communications for the Red and Blue Pacific Networks of NBC and its two local stations.

Since 1941 Fuerst has devoted himself to sales, except for World War II duty with the Office of War Information. He was on the sales staffs of KNBC, KGO Radio, KJBS and ABC's KGO-TV, all in San Francisco, before he became division manager of NBC Television Spot Sales in 1953.

Fuerst is active in Bay Area community affairs and makes his home in Atherton. He and Mrs. Fuerst have six children.

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NBC-New York, 8/31/56



NBC TRADE NEWS

STARS RECORD SONGS FROM "THE LORD DON'T PLAY FAVORITES"

Selections from the original score of "The Lord Don't Play Favorites," musical play to be colorcast on NBC-TV's PRODUCERS' SHOW-CASE Monday, Sept. 17 (8-9:30 p.m., EDT), have been recorded on 14 "sides" and are currently being released to disk jockeys and record stores throughout the country.

Two of the show's stars, Kay Starr and Louis Armstrong, have recorded numbers from the Spectacular on the RCA Victor label, both in 45 and 78 rpm speeds. Miss Starr sings "The Things I Never Had" and "The Good Book." Louis Armstrong and orchestra are heard in "Rain Rain" and "I Never Saw A Better Day." Also on RCA Victor, Mario Lanza sings "This Land" from the Hal Stanley-Irving Taylor score for the show. The same number has been recorded by Dean Jones on another label. Both disks are available in 45 and 78 rpm.

Dick Haymes, who stars in "The Lord Don't Play Favorites" with Robert Stack, Miss Starr, Armstrong and Buster Keaton, will also record songs from the show. Recordings by the Mills Brothers and Al Hibbler are also planned.

The entire score represents the first complete musical to be published by Star-Stan Publishing Company through BMI.

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NBC-New York, 8/31/56





CREDITS FOR 'SURVIVAL STREET' ON NBC-TV

TITLE: SURVIVAL STREET

DATE: NBC-TV, Sunday Sept. 9 (5:30-6 p.m., EDT).

DESCRIPTION: A dramatic effort to show Americans what they can expect in the event of enemy A-bomb or H-bomb attack -- and what they must train themselves to do if they are to survive. Program will be produced in cooperation with the Federal Civil Defense Administration, marking the start of the country's first National Civil Defense Week (Sept. 9-15), as designated officially by President Eisenhower.

POINT OF ORIGIN: Live from Civil Defense Training Center at Olney, Md.

NARRATOR: Ben Grauer

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Ed Pierce

DIRECTOR: Dick Schneider

WRITER: George Lefferts

MUSIC: Vladimir Selinsky

UNIT MANAGER: Monty Morgan

ASSOCIATE DIRECTOR: Van Fox

PRODUCTION SUPERVISOR

FOR FEDERAL CIVIL

DEFENSE ADMINISTRATION: Nat Linden

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NBC-New York, 8/31/56

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